



WEDDINGTON

North Carolina

2020 Sponsorship Packet





For Office Use	
Date Received	_____
Paid	_____
Staff Signature	_____



2020 Town of Weddington Event Sponsorship Application

Today's Date _____

Business / Organization Name: _____ Contact Name _____

Mailing Address: _____

Email: _____ Phone _____

Detailed Description of what you intend to promote at your booth:

IMPORTANT: There are only a limited number of spaces available for each event. In order to ensure your eligibility for consideration, please return the completed application with full payment as soon as possible. Acceptance is not guaranteed and is at the sole discretion of the Event Coordinator. Any applications received after the posted application deadline will not be considered.

IMPORTANT (please read):

- Applications must be received by posted "application close date" **PER EVENT**. Any received after posted date will not be considered. **NO EXCEPTIONS.**
- Accepted & Declined applicants will be notified within 5 days of the posted close date. Declined applicants will receive refund within 7-10 business days. **NO REFUNDS** will be issued for any cancellation by accepted applicants.
- All accepted Sponsors will be required to provide their own tent, table, chairs & complete all set up and tear down. Onsite storage is not available.
- Sponsor Spaces are limited to 10' x 10' for all accepted sponsors and space location will be pre-assigned by Event Committee.
- **Electricity is NOT provided by the event.**
- Acceptance is not guaranteed and is at the sole discretion of the Event Coordinator.
- Duplication of activities, concessions, and/or competing companies or organizations may result in denial of the request for participation.

LEGAL DISCLAIMER

1. Indemnification. Neither the Town of Weddington (Town) nor its affiliates, directors, officers, employees, subcontractors or agents shall have any liability (including without limitation, contract, negligence and tort liability) for any injury, property damage, loss of profits, opportunities or goodwill or any type of indirect or consequential damages in connection with the Event. If a sponsor's negligence, intentional misconduct or breach of its obligations related to the Event results in a claim by a third party against our Event or its affiliates, officers or directors, then you the sponsor agrees to indemnify and hold harmless our event, the Town of Weddington and its affiliates, officers and directors against all damages and costs incurred due to such claim, including, but not limited to, attorney's fees and court costs.
2. Waiver and Release. Sponsor, including all its members, employees and agents, hereby waive, release and discharge Town of and from any and all claims, demands, costs, liability and causes of action whatsoever that may arise as a result of the Event, including, but not limited to, any claims, causes of action, liability, damages, demands and costs related to personal or property injury.
3. Compliance with Rules and Regulations. Sponsor agrees to comply with all local, state and federal rules and regulations while participating in the Event. These rules and regulations include but are not limited to all Town ordinances and all Town rules governing the Event and Event sponsors.

NON-PROFIT APPLICANTS ONLY: Non-profit 501(c)(3) ID Number _____
All non-profit applicants must provide proof of their 501(c)(3) non-profit status with completed application.

SIGNATURE

I, the undersigned, agree to abide by all Rules and Regulations set forth in this application. By signing below, I agree to consider this application a commitment and realize that no refunds will be made for cancellations after the cancellation date as specified in this document.

Signature: _____ Date: _____

2020 Town of Weddington Event Sponsorship Opportunities

<input type="checkbox"/> Spring Litter Sweep 04/25/2020 <i>Application Close Date 03/01/2020</i>	Fall Litter Sweep 9/19/2020 <i>Application Close Date 08/01/2020</i>
Initial ___ Van Sponsor	Initial ___ Van Sponsor
Initial ___ Food Sponsor	Initial ___ Food Sponsor
Initial ___ Shredding Truck	Initial ___ Shredding Truck
Initial ___ Other In Kind Donation	Initial ___ Other In Kind Donation

Food Truck Friday - May 2020

5 Sponsor spots available PER date \$250 each – Application Close Date 03/15/2020

Set-up a table at the event **AND** Logo/Name on all advertisements for the event

05/01/2020	05/08/2020	05/15/2020	05/22/2020
Initial _____	Initial _____	Initial _____	Initial _____
_____ In Kind Donation			
*Please attach details of donation with sponsorship form for review by Event Coordinator.			

Christmas Tree Lighting 11/20/2020

Application Close Date 09/15/2020

Winter Wonderland Level	Christmas Tree Level	Candy Cane Level	Santa's Workshop Level	Reindeer Level
\$2,500	\$1,000	\$500	\$200	In Kind Donation
1 Available	2 Available	5 Available	5 Available	
*Town of Weddington Christmas Tree Lighting Presented by, "your company" * Set-up table * Large Logo on all advertisements (website, newspaper, press releases, etc...) *Announcement of sponsorship on the Entertainment stage during event	*Set-up table at the event * Large Logo on all advertisements (website, newspaper, press releases, etc...) *Announcement of sponsorship on the Entertainment stage during event	*Set-up table at the event * Small Logo on all advertisements (website, newspaper, press releases, etc...) *Announcement of sponsorship on the Entertainment stage during event	*Set-up a table at the event OR *Small Logo/Name on all advertisements for the event	*Please attach details of donation with sponsorship form for review by Event Coordinator. * Name on all advertisements for the event
Initial _____	Initial _____	Initial _____	Initial _____	Initial _____



Turkey Trot 5k 11/26/2020

Sponsor Close Date 09/15/2020

There will be NO On-Site Sponsor Booths at this Event

Platinum	Gold	Silver	Bronze
\$2,500	\$1,000	\$500	\$250
Social Media & Online Recognition	Social Media & Online Recognition	Social Media & Online Recognition	Social Media & Online Recognition
Opening Remarks recognition	Opening Remarks recognition	Opening Remarks recognition	
Option to include promo material in participant swag bags	Option to include promo material in participant swag bags	Option to include promo material in participant swag bags	
Display corporate banner @event	Display corporate banner @event		
Name/logo on shirts under Platinum Sponsor	Name/logo on shirts under Gold Sponsor	Name/logo on shirts under Silver Sponsor	Name on shirts under Bronze Sponsor
T-shirts & Registration for 10 participants	T-shirts & Registration for 5 participants		
Initial _____	Initial _____	Initial _____	Initial _____
Initial _____ In Kind Donation			
*Please attach details of donation with sponsorship form for review by Event Coordinator.			

In-Kind Sponsorships consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print/web advertising, a restaurant may provide food for an event, etc..., in exchange for being recognized as a sponsor. There are numerous possibilities. The “market value” of the contribution must meet or exceed a specific amount to be considered a sponsor for an event or program.

Total Included with Application \$_____



2020 Town of Weddington Sponsorship Application (Supplement)

Fee Waiver Application: Not-for-Profit

This application is for not-for-profit, 501(c)(3) organizations.

The Town of Weddington seeks to help promote all not-for-profit organizations. Therefore, we may occasionally extend an event sponsorship fee waiver.

To be considered for this opportunity, you must submit the following with the Sponsorship Application:

1. The fee-waiver application, below.
2. A copy of your IRS Letter of Determination or latest Form 990
3. A copy of your organization's yearly operating budget or income statement.

Applicants who receive this fee waiver will receive the same benefits as all other sponsors.

Membership will be listed as: _____

Organization's URL / website _____

Contact Name _____

What is the purpose of your organization?

Describe the source of the organization's funding

Signature _____ Title _____ Date _____



Town of Weddington 2020 Sponsorship Packet

Dear Prospective Sponsor:

The Town of Weddington sponsorship program is designed to effectively market local Weddington businesses while making a positive impact on our community. Unlike other traditional forms of advertising, our sponsorships allow a business to be associated with the positive benefits of a community event. Whatever your marketing needs, we have a partnership opportunity that can complement your plan.

With the help from our sponsors, we are able to offer more quality programs and events to the residents of Weddington. Your sponsorship plays an important role in shaping our lives, families, and homes. Much of the enjoyment and lasting memories of our residents depends on the programs and events offered.

Your company can help to ensure that we provide only quality programs. By becoming a sponsor and showing your support at our events, you are showing support for our community. There is something affordable for your business big or small. Become a sponsor today and increase your community exposure while benefiting our town and its residents.

Sincerely,

The Town of Weddington
Event Coordinator



Town of Weddington 2020 Sponsorship Checklist

- Completed & Signed Sponsorship Application
- Check made payable to “Town of Weddington” for the Events which you are applying to Sponsor.
- Certificate of Insurance listing “Town of Weddington” as an Additional Insured for the event.
- Email your Logo file to: _____
- For 501(c)3 Organizations - A copy of your IRS Letter of Determination or latest Form 990
- Detailed list including value for all In Kind Donations, if applicable.

Thank you again!