



# The City of Woodruff

April 4th, 2016

City of Woodruff  
231 East Hayne Street  
Woodruff SC, 29388

Dear Potential Sponsor,

The City of Woodruff's Piggin' in the Park Festival is a State Championship barbecue cook-off competition and community festival held at the end of May each year. It has grown rapidly in the two years since its inception. We increased from 8 teams to 23 teams from our 2014 event to 2015 event. The event is expected to grow even larger for this year and in the years to come! Piggin' in the Park features a car show hosted by Cruizin' in Classics Car Club, local vendors, a kids' zone, crafts, live music, and of course, lots delicious bbq! The event takes place 5-9pm on May 20th and 11am-5pm on May 21st.

We would like to provide an opportunity for you to show support for our community by sponsoring this event. Your donation will help us enhance activities and entertainment provided during Piggin' in the Park in years to come and contribute to the scope and success of the event.

Included with this letter is a list of sponsor benefits for all sponsorships, ranging from "event supporter" at \$50 to 'grand presenting' sponsor at \$5,000. Please note that your donations go towards only our Piggin' in the Park event, unless you choose to the 'grand presenting' sponsorship option, which covers ALL of our 2016 events.

If you are not interested in sponsoring but you would like to set up an information table (as a vendor) to advertise your business at our event, you may do so for a \$15 fee. Vendor registration forms are available at City Hall or online at [http://www.CityofWoodruff.com//city\\_events/54/Piggin+in+the+Park](http://www.CityofWoodruff.com//city_events/54/Piggin+in+the+Park).

Piggin' in the Park has great potential for providing a wonderful community experience and drawing visitors from surrounding areas. We greatly appreciate any support you would be willing to offer.

Sincerely,

Alyson Leslie  
Community/Economic Development Director  
City of Woodruff



## Sponsorship and Advertising Opportunities

### 2016 BENEFITS

#### Grand Presenting Sponsor

- Recognized with large logo in promotional material for ALL events
- Recognition by logo on ads, signs, complimentary info tables for all small events
- Invited to have a representative appear on Channel 7's Your Carolina the week of the event
- Designated a 5 minute time slot between bands to use the stage for promotion
- Receive a large banner on the center of the stage.
- Two complimentary information tables at the event
- Logo included in Spartanburg Herald Journal ad and on Billboard
- Logo on t-shirts for the sponsored event
- Mention in Event Ads on radio and Channel 7 Your Carolina
- Complimentary Informational Table at the event
- Logo on flyers and posters
- Link to the organization's website on all internet ads including social media & e-blasts

#### Presenting Sponsor

- \*Largest Logo in Promotional Material for the event sponsored. Choose an event.
- Invited to have a representative appear on Channel 7's Your Carolina the week of the event
- Designated a 5 minute time slot between bands to use the stage for promotion
- Receive a large banner on the center of the stage.
- Two complimentary information tables at the event
- Logo included in Spartanburg Herald Journal ad and on Billboard
- Logo on t-shirts for the sponsored event
- Mention in Event Ads on radio and Channel 7 Your Carolina
- Complimentary Informational Table at the event
- Logo on flyers and posters
- Link to the organization's website on all internet ads including social media & e-blasts

#### Platinum Sponsor

- 2x3 banner on front of stage
- Logo included in Spartanburg Herald Journal ad and on Billboard
- Logo on t-shirts for the sponsored event
- Mention in Event Ads on radio and Channel 7 Your Carolina
- Complimentary Informational Table at the event
- Logo on flyers and posters
- Link to the organization's website on all internet ads including social media & e-blasts

#### Gold Sponsor:

- 2x2 banner on stage
- Logo on t-shirts for the sponsored event
- Mention in Event Ads on radio and Channel 7 Your Carolina
- Complimentary Informational Table at the event
- Logo on flyers and posters
- Link to the organization's website on all internet ads including social media & e-blasts

#### Silver Sponsor:

- 1x2 banner on stage
- Mention in Event Ads on radio and Channel 7 Your Carolina
- Complimentary Informational Table at the event
- Logo on flyers and posters
- Link to the organization's website on all internet ads including social media & e-blasts

#### Bronze Sponsor:

- 1x1 banner on stage
- Complimentary Informational Table at the event
- Logo on flyers and posters
- Link to the organization's website on all internet ads including social media & e-blasts

#### Small Event Sponsor:

- Recognition by logo on ads, signs, complimentary info tables for all small events (Halloween on Main, Holiday on Main, Easter Eggstravaganza)

*\*If we have a Grand Presenting Sponsor, the Presenting Sponsor of any particular event will be listed alongside the Grand Presenting Sponsor for that particular event (same logo size).*



# 2016 Sponsorship *and* Advertising Opportunities

## Sponsorship Commitment Form

Please submit this page only. You may keep the first page.  
I agree to the following conditions:

My organization will provide the sponsorship amount indicated below to the City of Woodruff **no later than May 16th, 2016**. Note: **This form must be submitted by April 29th in order to be included on t-shirts and other advertising material but payment is not due until May 16th.**

### **Please select your sponsorship level below.**

Grand Presenting Sponsor: \$5,000 (Covers ALL EVENTS)

Presenting Sponsor: \$2,000

Platinum: \$1,500

Gold: \$1,000

Silver: \$500

Bronze: \$100

Event Supporter: \$50

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Your suggestion(s) for Sponsor Benefits: \_\_\_\_\_

**Thank You For Your Sponsorship and Support!**

*Please make checks payable to the City of Woodruff (Memo: Piggin' in the Park).*