



Dates: October 11-14, 2018
Theme: “Old Memories, New Beginnings”

Do you remember going to the Morgan County Fall Foliage Festival for the first time? I know I do. The first time I saw the Martinsville Downtown Square transform into a small wonderland of events, people and amusement rides, it was amazing to me. The Fall Foliage Festival has been creating memories for people, young and old, for 59 years, as well as calling attention to the beauty of the fall foliage in Morgan County.

This year we have many exciting things happening. Our entire square is being transformed. We have new Businesses, new Restaurants and plenty of new opportunities! There will be something for everyone.

The festival kicks off with Customer Appreciation Night on Thursday, October 11th which has proven to draw thousands on that one night alone. Throughout the festival, we offer amusement rides, shopping, contests, the best food around, one of the area’s largest car shows, and great entertainment on the free stage which is being sponsored by Holy Smoke Hog Roast Company and Catering and WCBK Radio. On the last day of our festival, Sunday, October 14th, we start the day off with an Open Air Church Service offered downtown on the square. We wrap up the festivities with our annual parade at 1:00 p.m. sponsored by the William and Helen Schwab Foundation. The FFF parade is second in attendance only to the Indianapolis 500 festival parade. Just imagine the advertising potential during the parade for your business. You can enter a float in the parade displaying your business. Another option, you could sponsor a division in the parade which entitles you to have a big banner with the name of your business displayed and carried during the parade. And remember, our parade is carried live on My Joy WMYJ 100.5 FM radio station so when your float or banner goes by the reviewing stage, it will be announced on the radio as well. Considering crowds that have been estimated at 30,000 plus on parade day and the reach of the radio station into 15 counties, think of the advertising potential for your business.

Our Fall Foliage Festival is only possible due to the support of corporate and individual sponsors. It has been our privilege to serve Morgan County and we thank you for your support and trust in our organization. We will use all funds donated wisely to continue to bring an entertaining, fun and family oriented festival to Morgan County again this year.

We offer several sponsorship levels, each with varying levels of advertising exposure for your generous donation. Depending on the level of your sponsorship, you have the options of:

- Your business will be displayed on the bright orange FFF banners hung on street poles throughout the town for approximately 8 weeks
- You will have an ad on our website: morgancountyfallfoliagefestival.com
- You will be mentioned on our Facebook page, which has a following of close to 4,000 viewers: facebook.com/FallFoliageFestivalMartinsville
- Your Banner will be placed at our big events
- WCBK radio station ads
- Mentioned in the Reporter-Times and flyers

We value our sponsors and we plan to give you the “Red Carpet” treatment! Please refer to enclosed sponsorship page for details. These sponsorship levels can be tailored to meet your specific needs as well. So please feel free to discuss with me any changes or additions you would like to your sponsorship package.

The Morgan County Fall Foliage Festival is a 501c3 non-profit organization
Tax ID# 35-1389781.

Sincerely yours,

Sponsorship Committee
Joe Disney - Chair
128 N. Jefferson Street
P.O. Box 1245
Martinsville, IN 46151
Office number: 765-342-0332
Cell number: 765-346-3221

Thank you for supporting us in the past and present. We couldn't do it without you!

PLATINUM SPONSOR \$5,000

- Corporate Banner at every event
- Invite sponsor and employees to all events
- Mentioned in all radio, newspaper and social media advertising
- Large ad on the FFF website with a link to sponsor’s website
- Facebook mention
- Street Banner – FFF bright orange pole banners hung throughout town
- Sponsor listed in the Reporter-Times before festival in **BIG BOLD PRINT**
- Sponsor mentioned at all events as a platinum partner

GOLD SPONSOR \$2,500

- Corporate banner at your event
- Medium size ad on website with a link to sponsor’s website
- Facebook mention
- Street banner – FFF bright orange pole banners hung throughout town
- Sponsor listed in the Reporter-Times before festival in medium print
- Sponsors listed as a Gold Sponsor at events with printed handouts

SILVER SPONSOR \$1,000

- Small event sponsor with medium size banner
- Website placement with link to sponsor’s website
- Facebook mention
- Sponsor listed in the Reporter-Times before festival in small print
- Sponsor listed as a silver sponsor at events with printed handout

BRONZE SPONSOR \$500.00

- Small event sponsor without banner
- Sponsor listed in the Reporter-Times before festival
- Sponsor listed as bronze sponsor at events with printed handouts

STREET BANNER \$ 350.00

- Renewed every 3 years. Banner is displayed approximately 8 weeks a year

FRIENDS OF THE FESTIVAL \$50.00

Cut on Line – Check one

Yes, I want to be a sponsor

Make check payable to Fall Foliage Festival or Charge to my: MasterCard Visa

Card No. _____ - _____ - _____ - _____ Exp. ____/____ Security Code _____

Sponsorship Levels:

Platinum Sponsor: \$5,000.00 Name: _____

Gold Sponsor: \$2,500.00 Company Name: _____

Silver Sponsor: \$1,000.00 Address: _____

Bronze Sponsor: \$500.00 City: _____ State: _____ Zip: _____

Street Banner: \$350.00 E-Mail: _____

Friend of the Festival: \$50.00 Phone: _____

Signature: _____

I am unable to be a sponsor at this time at one of the levels above, however we would like to contribute \$_____ to the event.