

BALLWIN DAYS 2021 – August 20th- 22nd

Let's have a party!!!



14811 Manchester Road
Ballwin, Missouri 63011-4617
<http://www.ballwindays.com/>
info@ballwindays.com

Dear Local Business:

The last 14 months have brought unprecedented challenges and hardship for many of us. It does appear, however, that there is some light at the end of the tunnel. As more and more of us get vaccinated and we can slowly expand and open to larger gatherings, it is our sincere hope and plan to have a 2021 version of Ballwin Days - and we could all use a party, right? The pandemic, to be sure, has been very uneven in its economic impact – and while some have done well, others have been severely impacted. The Ballwin Days committee and the City of Ballwin will be very flexible in taking payments for sponsorships to help lessen the financial impact. The following simplified and streamlined sponsorship document outlines the levels available and the benefits of each.

Some of the 2021 festival highlights include:

- Top-billing musical entertainment Friday, Saturday, and Sunday
- **A Classic Car show on Sunday!**
- Great activities for the kids Saturday in Kids Korner
- A **Family friendly** Golf Tournament on Saturday! (See special golf hole sponsorships)
- Great carnival rides presented by PBJ Carnival
- A great selection of food and beverages to satisfy the appetite and quench the thirst
- As always, much of the entertainment at Ballwin Days is **free** and there is no entry fee to the grounds

As in past years, the Ballwin Days Committee is offering area merchants this opportunity through partnering sponsorships in the 2021 festival. The festival is attended by thousands of west St. Louis County residents, so we believe the

opportunity for marketing your business is exceptional.

The partnership program, outlined below, is intended to allow local businesses the opportunity to market their product or service by supporting specific events or activities, or to simply assist in defraying the cost of the festival. Cash donations are the preferred method; however, merchandise, gift certificates, as well as loan of equipment for use in running the festival are welcome and beneficial. All donations are tax deductible under Section 170c (1) of the Internal Revenue Tax Code.

Many merchants have promoted their businesses in the past with their generous donations. These donations have been integral in maintaining and improving the quality and experience of the Ballwin Days entertainment and atmosphere. The festival could not continue to operate in its present form without this support. We encourage you to participate to enhance the community, and as a way to promote your business to our festival guests. You will be recognized in multiple ways before, during, and after the festival - onsite, in publications, and online.

Each sponsorship opportunity corresponds to a level of contribution as shown below, and provides various ways your business can be promoted as indicated to include:

1. Your business is identified during the event as the sponsor of that event, location, or as the sponsor of one of our "Ballwin Days Shuttle Bus" routes.
2. Your business will be listed on one of our sponsorship signs during the festival.
3. Your business will be listed on the Ballwin Days schedule of events.
4. Your business name will be posted on the Ballwin Days website for the entire calendar year.

Please consider what level you can participate at for this year's festival. We really do need your support, and you have a very productive opportunity to promote your business to the tens of thousands of festival guests. We are open to all businesses, large or small, and at whatever level fits your business best.

Sincerely,
Ballwin Days Marketing and Sponsorship Committee



Ballwin Days offers several specific partnership levels. Whether your participation includes a cash donation, an in-kind donation, or a product / gift certificate donation, you will be a part of one of the most popular and enduring community events in the West County area. If you would like additional information, please contact the Marketing and Sponsorship Committee by e-mail at dholman1961@charter.net.

Sponsorships/Donations are accepted in 3 Levels

Gold Level	\$2000
Silver Level	\$1000
Bronze Level	\$250-\$500

As mentioned earlier, cash donations are *encouraged and preferred*; however, sponsorship levels can also be reached with donations of products, gift certificates, equipment loans, etc., or a combination of any of these.

All banners and signs are the responsibility of the sponsor to provide to the Ballwin Days committee for display at the festival.

What you get for:

Gold Level Sponsorship:

- Exclusive sponsor in area for your line of business (additional non-competing sponsors are allowed with your approval)
- Signage and banners appropriate for the specific area or event
- Banner at the main stage area and at the entry to the park where the visitors enter via buses (all days).
- **Actively** promote your business by way of a booth or display (subject to approval by Co-Chairman) in a mutually agreed upon location (see map on last page of document for many of the locations).
- Additional benefits specific to a particular area or activity, or mutually agreed to by the Co-Chairman.
- Business logo and mention in the City's Park and Recreation e-mail blast just before Ballwin Days.
- Business logo posted on Ballwin Days website and Facebook page
- Included in a post Ballwin Days recognition in the city's newsletter, which is also posted in West News Magazine.
- Prominent mention on any radio, Television, or internet advertising for the festival.
- Real time promotion and mention during the festival weekend on Twitter and Facebook

Silver Level:

- Banner at the main stage area and at the entry to the park where the visitors enter via buses (all days).
- Promote your business by way of a booth or display (subject to approval by Co-Chairman) in a mutually agreed upon location.
- Business logo posted on Ballwin Days website and Facebook page
- Logo displayed in monthly Parks and Recreation e-mail blasts distributed to 2,800+ Ballwin households
- Included in a post Ballwin Days recognition in the city's newsletter, which is also posted in West News Magazine.
- In certain situations, an on-site presence can be allowed (discretion of Co-chairmen)
- Additional benefits specific to a particular area or activity

Bronze Level:

- 1 Banner visible from the main stage location
- Business logo posted on Ballwin Days website and Facebook page
- Limited location opportunities (Gold and Silver level receive first choice) throughout the fairgrounds for a small business to have a small booth promoting their business. **This is restricted to smaller businesses with limited resources, and these locations are limited - so act early!**
(Onsite locations only available for \$500 sponsorship)

Golf Tournament:

- **\$150 per hole sponsorship**
 - **Banners and signage at the hole(s) sponsored (supplied by sponsor)**
 - **Tent space permitted near Clubhouse at an agreed location**



Ballwin Days General Sponsorship checklist

Festival Opportunities

- | | |
|---|------------------|
| <input type="checkbox"/> GOLD | \$2,000 |
| <input type="checkbox"/> SILVER | \$1,000 |
| <input type="checkbox"/> BRONZE | \$250-\$500 |
| <input type="checkbox"/> Golf hole sponsorship | \$150 (per hole) |

TOTAL \$ _____

(If sponsoring multiple golf holes, please indicate # sponsored)

Business Information

Business Name:

Street Address:

City, State and ZIP Code:

Telephone:

FAX:

E-Mail Address:

Web Site:

Contact Person:



This page must be returned to the address below no later than July 23, 2021, in order to be included on any Ballwin Days printed material.

Ballwin Days 2021
Denise Keller, Finance Officer
City of Ballwin
1 Government Ctr
Ballwin, MO 63011-4617

Please feel free to inquire about
optional payment plans for
sponsorships!