



Dear Friend,

Historic Valdese is preparing for their annual Waldensian Festival and this year we will celebrate 44 years of festivities! Held the second Saturday of August, Waldensian Communities around the world commemorate what is known as the Glorious Return...the return of the Waldenses back to their homeland in the Cottian Alps of Italy in 1689 after being exiled to Switzerland. The Town of Valdese was founded by the Waldenses and continues this tradition by hosting the Waldensian Festival. This time-honored event is not only a historic celebration but a time for young and old to come together and say good bye to the last days of summer. 2019 Friday Night kick-off will be a Flashback Friday with two amazing bands. Cassette Rewind will start off the event with the best music from the 80's. Gump Fiction will follow with the Ultimate 90's Tribute! Bring your big hair, neon clothes, and get ready to celebrate two of the greatest decades to date. Saturday morning and afternoon will feature over 150 craft, food, and art exhibitors with live music all day. Saturday Night will close out with dancing music from Gary Lowder and Smokin' Hot. Do not miss your opportunity to be a part of this awesome weekend!

Festival attendance in 2018 was over 20,000 people during the two-day event. The Festival has grown both in popularity and attendance and, with no cost for admission, we expect this year's festival to far surpass previous year's attendance levels. This is a great opportunity to promote your business in a family-friendly environment as well as a great way to give back to the community. Please consider partnering with the Town of Valdese as we celebrate our Waldensian Heritage for the 44<sup>th</sup> year! Attached you will find a sponsorship contract and promotional information sheet for your review. Thank you for your consideration with this request. We look forward to working with you on this great event in 2019!

Sincerely,

  
Morissa Angi  
Festival Coordinator

The 44th Annual Historic Valdese Waldensian Festival will be held on August 9th (Festival Kickoff 6:45pm) & August 10th (Festival Day 9am-Until)

Your local business will be mentioned in the following ways (based on the amount donated):

***\$250 & up Sponsor will receive the advertising package listed below:***

- Listed as a sponsor in McDowell, Morganton, & Hickory Festival Guide
- Company name placed on Festival Banners Festival day
- Company & Logo on Town of Valdese website
- Company & Logo on Town of Valdese Facebook
- Merchant coupon/info provided at information booth (provided by merchant)
- Company name listed in Festival Brochure
- Company name on Small Business Thank You Banner at Main Stage
- Company listed as a Small Business Sponsor in News Herald Full Page/Full Color Ad

***\$100 Sponsorship will receive the advertising package listed below:***

- Company name listed in Festival Brochure
- Company listed on Town of Valdese Website
- Company name on Town of Valdese Facebook
- Company name on Small Business Thank You Banner at Main Stage
- Merchant coupon/info provided at information booth (provided by merchant)
- Company listed as a Small Business Sponsor in News Herald Full Page/Full Color Ad

***\$50 Friends of Festival will receive the advertising package listed below:***

- Company name on Small Business Thank You Banner at Main Stage
- Merchant coupon provided at information booth (provided by merchant)
- Company listed as a Small Business Sponsor in News Herald Full Page/Full Color Ad



## Sponsorship Contract

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

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

Telephone: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_

\$500 and above sponsors will need to notify the Community Affairs Office and must complete the vendor application in order to receive the free booth space. This must be done no later than June 20th to guarantee a booth space in the Festival. Applications are available at [townofvaldese.com](http://townofvaldese.com)

\_\_\_\_\_ agrees to be a \$ \_\_\_\_\_ contributor and will receive all the benefits listed on the attached form based on amount donated.

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

Please return contribution & contract to Town of Valdese Community Affairs

P.O. Box 339 Valdese, NC 28690

Thank you for your generous contribution to the 2019 Historic Valdese Waldensian Festival!