



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,

Morrissa 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 company/business will be mentioned in the following ways (based on the amount donated):

***\$1,000 Presenting Sponsor will receive the advertising package listed below:***

- One 20 second pre-recorded commercial to play during Festival Day from the main stage (provided by sponsor)
- Company Banner placed in main stage area
- Identified in all press releases by Town of Valdese
- Company Logo on Festival Rack Cards
- Company listed as Presenting Sponsor in Town of Valdese Newsletter
- Listed as a sponsor in ads in McDowell, Morganton & Hickory papers
- Company named as major sponsor on WSVM FM 96.5 for one month prior to Festival
- Company named as major sponsor on WMNC FM 92.1 for one month prior to Festival
- Company named as major sponsor on WNNC FM 101.3 for one month prior to Festival
- Prime location booth space the day of festival on Main Street (**MUST SUBMIT VENDOR APPLICATION BEFORE JUNE 30th**)
- Company name placed on Festival Banners on Main Street 2-4 weeks before the Festival
- Company name placed on Festival Banners throughout downtown on Festival day
- Company Logo on Festival Website
- Company Name in Festival IWanna Ad & Burke County Saver Ad

***\$500 Supporting Sponsor will receive the advertising package listed below:***

- Company Logo on Festival Rack Cards
- Company listed as Supporting Sponsor in Town of Valdese Newsletter
- Listed as a sponsor in ads in McDowell, Morganton & Hickory papers
- Company named as major sponsor on WSVM FM 96.5 for one month prior to Festival
- Company named as major sponsor on WMNC FM 92.1 for one month prior to Festival
- Company named as major sponsor on WNNC FM 101.3 for one month prior to Festival
- Prime location booth space the full day of festival on Main Street (**MUST SUBMIT VENDOR APPLICATION BEFORE JUNE 29th**)
- Company name placed on Festival Banners on Main Street 2-4 weeks before the Festival
- Company name placed on Festival Banners throughout downtown on Festival day
- Company Logo on Festival Website
- Company Name in Festival IWanna Ad

***\$250 Friends of Festival will receive the advertising package listed below:***

- Listed as a sponsor in McDowell, Morganton, & Hickory newspapers
- Company name placed on Festival Banners Festival day -Company Logo on Festival Website



## 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 29th 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!