



SUNCREST FEST

SEPTEMBER 17, 2022

SPONSORSHIP REQUEST

Dear Local Businesses,

The past two years have been a challenge for all and it is time to look ahead! The SunCrest Fest Committee is committed to delivering a successful community event in 2022. We thank you for your past support by offering you the first opportunity to secure your sponsorship for 2022.

The City of Sunset Hills and the City of Crestwood are holding our Annual SunCrest Fest on Saturday, September 17th, with fairgrounds opening at 11:00 a.m. We anticipate a highly successful event which can be attributed to first-rate musical entertainment (free to the public), quality family activities, diverse food and drink choices, and much more. We will provide a friendly and productive environment for promoting your business. Some of the highlights include:

- *Top-billing musical entertainment featuring the Wild House Kats and Almost Famous*
- *Great activities for the kids*
- *Diverse food and refreshments*
- *Recognition and fundraising for our great first-responders!*

Sunset Hills and Crestwood are offering area merchants this opportunity through sponsorships to partner with us to make the festival a success. The festival anticipates attracting thousands of St. Louis County residents, so we believe the opportunity for marketing your business is exceptional.

The partnership program, outlined on the following pages, is intended to provide all participating businesses the opportunity to market their product or service by supporting specific events, activities or to simply assist in defraying the cost of the festival. Cash donations are the preferred method; however, merchandise, gift certificates, and other services are welcome and very beneficial to the Festival. All donations are tax deductible under Section 170C (1) of the Internal Revenue Code.

We encourage you to participate in SunCrest Fest 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 – on-site, online, and in various publications. Each sponsorship opportunity provides various ways your business can be promoted and corresponds to a level of contribution as indicated on the next page.

PLATINUM LEVEL – \$1,000

- Sponsor in specific area for your line of business (Main Stage, Transportation, etc.)
- Active opportunity within the fairgrounds to have a booth promoting the business and selling products
- Two (2) banner logos visible, one from the main stage location and one at the entry to the park where visitors enter via shuttles
- Business logo displayed in City Newsletters and the Call/Times Newspaper, distributed to all households within both communities
- Business logo displayed on Festival website and Facebook page, Parks and Recreation e-mail blasts (distributed to 2,000+ households), and other marketing materials distributed throughout 2022
- SunCrest Fest Official Sponsor Window Cling
- Sponsor name on the SunCrest Fest Shirt
- Option to purchase SunCrest Fest shirts at cost to distribute to anyone. Shirts will have sponsor's name on them.
- No refunds

GOLD LEVEL – \$500

- Booth space promoting your business
- Two (2) banner logos visible, one from the main stage location and one at the entry to the park where visitors enter via shuttles
- Business logo displayed in City Newsletters and the Call/Times Newspaper, distributed to all households within both communities
- Business logo displayed on Festival website and Facebook page, Parks and Recreation e-mail blasts, and other marketing materials distributed throughout 2022
- SunCrest Fest Official Sponsor Window Cling
- No refunds

SILVER LEVEL – \$250

- One (1) banner logo visible from the main stage location
- Business logo displayed on Festival website and Facebook page, Parks and Recreation e-mail blasts, and other marketing materials distributed throughout 2022
- SunCrest Fest Official Sponsor Window Cling
- No refunds

BRONZE LEVEL – \$100

- Business logo displayed on Festival website and Facebook page, Parks and Recreation e-mail blasts, and other marketing materials distributed throughout 2022
- SunCrest Fest Official Sponsor Window Cling
- No refunds

If you have any questions and/or concerns, please feel free to contact Gerald Brown at (314) 842-7265 and/or gbrown@sunset-hills.com.

Sincerely,

SunCrest Fest Committee

