



Burke Centre Conservancy
Annual Festival

**6060 Burke Centre Parkway
Burke, VA 22015-3702**

• Phone: (703) 978-2928

• Fax: (703) 978-1073

• www.burkecentre.com

June 2022

Dear Burke Centre Festival Friends:

Burke Centre is a thriving Planned Residential Community (PRC) with almost 6,000 homes and approximately 18,000 residents. For the past 43 years, the Burke Centre Conservancy has held an annual festival in celebration of this vibrant and welcoming community. We warmly invite you to partner with us to help make this year's festival another great success.

As a Festival Sponsor, your generous assistance will help us to offer a lively, high quality event for the thousands of visitors who discover Burke Centre each year during this signature event. We are happy to go over and above to show our gratitude by offering exceptional benefits and frequent recognition of our sponsors, which include the following (depending on sponsorship level):

- An opportunity for top level sponsors to actively participate in the event with a booth and other special perks throughout the event weekend.
- Frequent mentions and recognition in social media platforms for the Burke Centre Festival such as Facebook, NextDoor, etc.
- Free or reduced advertising rates in Burke Centre's monthly newsletter, the *Conservator*.
- Monthly notices in the *Conservator* listing your business as a Festival Sponsor before and after the event.
- Free web advertising on Burke Centre's web site, including a direct link to your business site. Visit us at www.burkecentre.com.
- Inclusion in frequent community mobile app and email blast (*BC BUZZ*) notifications that will go out to community members.
- Recognition from thousands of residents who visit the Festival each year that your business supports their beloved community, and much more...

We encourage businesses to take advantage of this wonderful community outreach opportunity. The attached form provides details the benefits of Burke Centre Festival sponsorship. Your kind gift of support in any amount will be put to good use and greatly appreciated. You may also choose to customize your support to best fit the specific needs of your business. Just let us know your ideas and we will be happy to work with you! Please reach out to us at (703) 978-2928; e-mail jeannie@burkecentre.org | nina@burkecentre.org to discuss further, or if you have any questions. We look forward to working with you!

Many thanks for your time and consideration.

With sincere gratitude,

The Festival Team



2022 Burke Centre Festival SPONSORSHIP REGISTRATION

SEPTEMBER 10 & 11, 2022

• 6060 Burke Centre Parkway • Burke, Virginia 22015-3702
(703) 978-2928 Fax: (703) 978-1073

BUSINESS NAME: _____

POINT OF CONTACT: _____ DONATION: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE #: _____ WEB SITE (if applicable): _____

E-MAIL ADDRESS: _____

Highlighted Benefits Chart (see below for ALL benefits)	Listed in several months of Conservator	Web link thru Dec.31	Bus. name listed on site map at event	Bus. name included in all print & social media releases	% OFF Conservator display ad	Conservator pages cross-referencing of ad page #	Bus. Logo posted at all ticket tables	Choose activity; get associated benefits	Booth Space at event	MORE (see below)
Partner \$25-99	✓	✓								
Friend \$100-499	w/address	✓	✓							
Contributor \$500-999	w/address	✓	✓	✓	15% off any size ad					
Supporter \$1000-1499	w/address, phone #	✓	✓	✓	25% off any size ad	✓	✓			
Key Sponsor \$1500-1999	w/address, phone, web link	✓	✓	✓	50% off any size ad	✓	✓	Yes, see below	Call Us!	
Major Sponsor \$2000	w/address, phone, web link	With Logo	✓	w/Logo	2 Mos. Free ¼ pg. ads - \$330 value	✓	✓	Yes, see below	✓	✓
Special Attraction Sponsor \$2500+	w/address, phone, web link	With Logo	✓	w/Logo	2 Mos. Free 1/2 pg. ads - \$700 value	✓	✓	✓	✓	✓

Note: Sponsorship levels and benefits are applicable for cash donations or gift cards of equivalent dollar values. Donations of trial memberships to your business and/or products will be recognized at the Festival Partner level. Donations of discount coupons (e.g., buy one/get one free or % off-coupons) will not be applied toward sponsorship levels.

NEW SPONSORSHIP OPPORTUNITIES SPECIAL ATTRACTIONS SPONSOR

~ See reverse side for details ~

SPONSORSHIP LEVELS – Please check applicable boxes below

- FESTIVAL PARTNER** *Generous donation of \$25-\$99 in cash/gift card of equivalent value*
1. Receives recognition, listing business name in the Burke Centre CONSERVATOR - September Festival Edition and October Issue (with the strong possibility of coverage in add'l issues).
 2. Receives recognition on the Burke Centre Conservancy web site at: www.burkecentre.com at the time of sponsorship through December 31, 2022, (e.g., sign up in June and get 6 months of free web advertising).
 3. Gets frequently mentioned in Conservator festival articles published before and after the event.
 4. Gets mentioned on Burke Centre Festival social media sites such as Facebook, Twitter, etc.
- FESTIVAL FRIEND** *Generous donation of \$100-\$499 in cash/gift card of equivalent value*
1. Receives all of the same benefits as a FESTIVAL PARTNER (above) along with the following ADDITIONAL features offered to Festival Friends.
 2. Receives recognition, listing business name, on site-map handout provided to visitors during the Festival weekend.
 3. Listed on sponsorship posters on display before and during the event.
- FESTIVAL CONTRIBUTOR** *Generous donation of \$500-999 in cash/gift card of equivalent value*
1. Receives all of the same benefits as a FESTIVAL FRIEND (above) along with the following ADDITIONAL features offered to Festival Contributors.
 2. Receives recognition whenever possible, listing business name, in publicity statements issued by the Festival Committee

to local media.

3. Receives 15% OFF any size CONSERVATOR display advertisement – September issue only (not applicable for Gen'l Store/Classified Ads).

FESTIVAL SUPPORTER *Generous donation of \$1000-1499 in cash/gift card of equivalent value*

1. Receives all of the same benefits as a FESTIVAL CONTRIBUTOR (above) along with the following ADDITIONAL features offered to Festival Supporters.
2. Receives 25% OFF any size CONSERVATOR display advertisement – September issue only (not applicable for Classified Ads). Also, CONSERVATOR Festival Recognition page will reference page number of display advertisement, i.e., "see ad on page ___."
3. Receives recognition listing business name, phone number and address, and a direct hyperlink to business site on the Burke Centre web site at: www.burkecentre.com at the time of sponsorship through December 31, 2020.

KEY FESTIVAL SPONSOR *Generous cash donation of \$1500-1999*

1. Receives all of the same benefits as a FESTIVAL SUPPORTER (above) along with the following ADDITIONAL features offered to Festival Key Sponsors.
2. Receives 50% OFF any size CONSERVATOR display advertisement – September issue only (not applicable for Classified Ads). Also, CONSERVATOR Festival Recognition page will reference page number of display advertisement, i.e., "see ad on page ___."

MAJOR FESTIVAL SPONSOR *Generous cash donation of \$2000 -2499*

1. Receives all of the same benefits as a FESTIVAL KEY SPONSOR (above) along with the following ADDITIONAL features offered to Festival Major Sponsors.
2. Receives featured recognition, highlighting business name, small logo, phone number and address, in the Burke Centre CONSERVATOR - September Festival Issue and October Issue (circulation of 6,000 Burke Centre homes plus approx. 1000 off-site owners). Featured recognitions are guaranteed for the September and October issues, and typically appear in a minimum of six CONSERVATOR issues, depending on time of donation and space availability.
3. Receives a **FREE booth space** (optional) that allows you to showcase business through an outreach or community services activity. Some restrictions apply – please contact Jeannie Winslow at the Conservancy office (703-978-2928, jeannie@burkecentre.org) for guidelines and recommendations for hosting an eligible booth.
4. **CONSERVATOR ADVERTISING:** Receives two (2) **FREE CONSERVATOR 1/4 page** display ads (\$330 Value) with festival publicity in the **August and September Festival issue only**. Also, CONSERVATOR Festival Recognition page will reference a page number for the location of the 1/4 page advertisement, i.e., "see ad on page ___." Sponsor must provide digital or camera-ready artwork (dimensions are (5" x 6.5")) by August 24, 2022 to be included in the September Festival issue. **Upon request, a Festival logo will be provided for Major Sponsors to use in this & other ads.**
5. Receives web recognition listing business name, phone number and address, and a direct hyperlink to the business site from Burke Centre's site at: www.burkecentre.com at the time of sponsorship through December 31, 2022. The sponsor is encouraged to also provide a small logo in .jpg or .gif format for inclusion on the web site.
6. Receives recognition whenever possible, listing business name, in publicity statements issued by the Festival Committee to local media.
7. Receives escorted access to office building during festival weekend for restroom breaks and refreshments as available. Some restrictions apply.
8. Gets the option of choosing a specific activity to support. The business supporter will be mentioned whenever possible each time the activity is publicized. May customize donation amount to support more than one activity.

SPECIAL ATTRACTIONS SPONSOR *Generous cash donation of \$2500 or more*

EXTRA SPONSOR BENEFITS INCLUDE: Recognition as sponsor of a specific festival attraction of your choice (i.e., Amusement Rides, Pony Rides, Shuttle Buses, Stage/DJ, Entertainment, Live Shows, Face Painting, etc.)

1) CONSERVATOR ADVERTISING: Two (2) **FREE CONSERVATOR 1/2 page** display ads (\$700 Value) with festival publicity in the **August & September Festival issues**. The CONSERVATOR Festival Recognition page will reference a page number for the location of the 1/2 page advertisement, i.e., "see ad on page ___." Sponsor must provide digital or camera-ready artwork for 1/2 page ad (dimensions are (6" x 10.25")) by August 24, 2022 to be included in the September Festival issue. Upon request, a Festival logo will be provided for Special Attraction Sponsors to use in this & other ads;

2) BANNER PLACEMENT for both days of festival weekend. Sponsor is responsible for providing two 3' x 5' banners (optional);

3) ON-SITE PRESENCE In addition to your booth, sponsor may provide "greeters" wearing sponsor's hats/t-shirts to help at designated rides/times/locations. Multiple partial sponsorships of an attraction may occur, in which case both sponsors would be invited to display banners and assist at the attraction.

4) NOTIFICATION OF SPONSORSHIP PUBLISHED ON BURKE CENTRE CONSERVANCY'S MOBILE APP!

If you prefer, potential sponsors are welcome to contact our Festival staff to help customize a benefits package in recognition of your sponsorship. Please contact Jeannie Winslow at (703) 978-2928 ext. 219, e-mail: festival@burkecentre.org.