

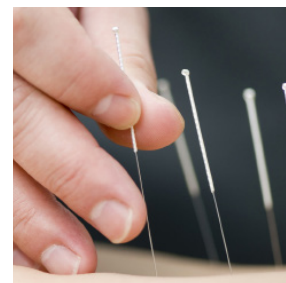


HEALTHFEST SPONSORSHIP INFORMATION

Join us as a sponsor at HealthFest, an annual festival hosted by Lynchburg Parks and Recreation that celebrates health and wellness! HealthFest will take place at Miller Park on October 7, 2017, from 11am - 3pm, and offers attendees four hours of free health and wellness programming and demonstrations, as well as access to healthy food options, and the ability to learn about various health and wellness businesses and organizations from the city.



For those interested, we have outlined three levels of sponsorship for HealthFest in the following pages. These levels range from \$50 - \$250 in cost, with benefits ranging from social media promotion of your organization, to logo and name recognition on marketing materials and at the event. If you have any questions regarding this document, contact Megan Heatwole, Community Recreation Supervisor, at Megan.Heatwole@Lynchburgva.gov or (434) 455 - 5891.



QUICK FACTS ABOUT HEALTHFEST

PLACE	MILLER PARK	SPONSORSHIP LEVELS	THREE
FEE	FREE TO PUBLIC	COST RANGE OF SPONSORSHIP	\$50 - \$250
HOURS	11AM - 3PM	DEADLINE TO SUBMIT	9/1/2017
DATE	SAT, OCTOBER 7	CONTACT	(434) 455-5891



HEALTHFEST SPONSORSHIP LEVELS

The information below outlines three (3) sponsorship packages available for the 2017 Healthfest. Continue reading on the next page for a visual representation of this information.

LEVEL 1 SPONSORSHIP (6 Available) | \$250

By choosing a 'Level 1' sponsorship, your company/organization will receive two (2) vendor spaces at the Healthfest Event. Included with these vendor spaces are two (2), side-by-side 10' x 10' plots, with two (2) chairs, two (2) tables, and two (2) reserved parking spaces.

'Level 1' sponsors will receive logo and name recognition through the Parks and Recreation social media outlets that include our Facebook, Twitter, and Instagram accounts, reaching over 20,000 impressions per week. We will also include a written, branded feature of your business on the official Facebook Event Page. Your logo will also be included on the official Healthfest web page, hosted on the Parks and Recreation website.

At the event, your logo will be included on the official Healthfest banner hung over the stage. Your organization will also have the opportunity to address the crowd before our live music performances, with the schedule to be determined by Parks and Recreation staff. We will also give verbal recognition of your sponsorship before and after all live music performances.

LEVEL 2 SPONSORSHIP | \$100

By choosing a 'Level 2' sponsorship, your company/organization will receive one (1) vendor space at the Healthfest Event. Included with this vendor space is one (1), side-by-side 10' x 10' plots, with two (2) chairs, one (1) table, and one (1) parking pass.

'Level 2' sponsors will receive logo and name recognition through the Parks and Recreation social media outlets that include our Facebook, Twitter, and Instagram accounts, reaching over 20,000 impressions per week. We will also include a written, branded feature of your business on the official Facebook Event Page. Your logo will also be included on the official Healthfest web page, hosted on the Parks and Recreation website.

At the event, your logo will be included on the official Healthfest banner hung over the stage. We will also give verbal recognition of your sponsorship before and after all live music performances.

LEVEL 3 SPONSORSHIP | \$50

By choosing a 'Level 3' sponsorship, your company/organization will receive logo and name recognition through the Parks and Recreation social media outlets that include our Facebook, Twitter, and Instagram accounts, reaching over 20,000 impressions per week. We will also include a written, branded feature of your business on the official Facebook Event Page. Your logo will also be included on the official Healthfest web page, hosted on the Parks and Recreation website.

DELIVERY OF LOGO FILES

Sponsors are asked to send an .EPS or PDF file of their logo to Megan Heatwole. You may email your logo files to Megan.Heatwole@lynchburgva.gov.

Please direct all questions/comments/concerns to Megan Heatwole, Community Recreation Supervisor by phone at (434) 455- 5891 or by email at Megan.Heatwole@lynchburgva.gov.

HEALTHFEST SPONSORSHIP BENEFITS



The information below outlines three (3) sponsorship packages available for the 2017 **Healthfest**. If you have any questions regarding this information, contact Megan Heatwole, Community Recreation Supervisor, via email at Megan.Heatwole@lynchburgva.gov or by phone at (434) 455-5891.

SPONSOR BENEFITS	LEVEL 1	LEVEL 2	LEVEL 3
Two (2) 10' by 10' vendor spaces at the event and all offerings for vendors			
Two (2), up front, reserved parking spaces for your vehicles at event			
Opportunity to address the Healthfest crowd before live music performers			
Logo recognition on the official Healthfest Banner hung over stage at event			
One (1) 10' by 10' vendor space at the event and all offerings for vendors			
Verbal recognition of sponsorship at event before all live music performances			
Logo recognition on the Healthfest web page, hosted on the Parks and Recreation website			
Recognition of sponsorship on official Facebook Event Page			
Written feature of Business posted on official Facebook Event Page			

Note: Those that choose a 'Level 2' sponsorship will receive one (1) vendor space, in addition to the other benefits of that sponsorship level. Those that choose a 'Level 1' sponsorship will receive (2) vendor spaces. 'Level 3' sponsors will not receive a vendor space at the event.

Please direct all questions/comments/concerns to Megan Heatwole, Community Recreation Supervisor, by phone at (434) 455- 5891 or by email at Megan.Heatwole@lynchburgva.gov.

HEALTHFEST SPONSORSHIP FORM



Please submit a copy of this completed sponsorship agreement to Megan Heatwole, Community Recreation Supervisor, via email at Megan.Heatwole@lynchburgva.gov.

SPONSOR INFORMATION

Company/Organization Name

Contact Name

Contact Phone

Contact Email

Contact Title/Position

SPONSORSHIP LEVEL

- \$250 *Level 1*
- \$100 *Level 2*
- \$50 *Level 3*

Check box below if applicable:

- \$25.00 Discount *Non-Profit and Free Services Discount*

PAYMENT

Amount Payable: _____

Please make all checks payable to: The City of Lynchburg

AGREEMENT

The Parties acknowledge and agree to the obligations set forth in this Sponsorship Agreement ("Agreement"). The Agreement constitutes the full understanding between the Parties, and may be amended upon agreement by both Parties. The below signatures signify that the undersigned have read and understood the Agreement, and acknowledge that the City of Lynchburg and the Lynchburg Parks & Recreation Department assume no liability for any damages, injuries, or expenses incurred as a result or in connection with the Healthfest event.

Sponsoring Company/Organization Contact Signature

Lynchburg Parks and Rec Representative Signature

Sponsoring Company/Organization Contact Printed Name

Lynchburg Parks and Rec Representative Printed Name

Date

Date

Please direct all questions/comments/concerns to Megan Heatwole, Community Recreation Supervisor, by phone at (434) 455- 5891 or by email at Megan.Heatwole@lynchburgva.gov.



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