



Dear Friends,

It's Fall Festival time again and we are seeking your support as a sponsor. Mark your calendars and get ready because the first weekend in October is just around the corner!!

Due to planning challenges created by the COVID-19 pandemic, the City of Franklin will be taking over the coordination and implementation of the Fall Festival for 2021 as opposed to the Downtown Franklin Association. Festivals of the past have brought large crowds and as we continue with the one-day format, we estimate another fantastic turn-out. We are dedicated to making every year's Fall Festival the best ever.

Saturday during the day will be the traditional Street Scene. Main Street will be closed from Bogart Street at the Farmers Market entrance to Third Avenue. Second Avenue will be closed from Franklin Street to Middle Street. We will have craft vendors, food vendors and kid's area on Second Avenue with children's activities, games, vendors, and more. Downtown Franklin will be alive with the smells and excitement of a great festival day!

Please review the following sponsorship opportunities and decide which level is best for your business. Complete the attached application and return it to the City of Franklin Tourism Office along with your check for the level of sponsorship you prefer. Feel free to call (757) 562-8506 or email csblythe@franklinva.com, if you need further information.

We need to hear from you no later than September 1, 2021, so that you may be included in specified advertising. Don't miss this opportunity to promote your business and join us in bringing the best ever Fall Festival to Franklin.

Thank you,

Carson S. Blythe

Carson S. Blythe
Director of Tourism
City of Franklin
757-562-8506
csblythe@franklinva.com



2021 Franklin Fall Festival

SPONSORSHIP INFORMATION

GOLD SPONSOR - \$1,000 and above

- Business Name and Logo included in specified printed advertisements as a GOLD Sponsor
- Inclusion in all Thank You Advertisements
- P.A. Recognition during the event
- Printed advertisement as a GOLD sponsor on sponsor board located at center of the festival
- Logo banner in vacant Downtown Franklin window during festival
- One 10x20 Booth Space Downtown on Saturday
- 5 tickets for Sponsor Raffle – Large basket with various gift cards & products from downtown businesses

SILVER SPONSOR - \$500

- Business Name and Logo included in specified printed advertisements as a SILVER Sponsor
- Inclusion in all Thank You advertisements
- P.A. Recognition during event
- Printed advertisement as Silver sponsor on sponsor board located at center of the festival
- One 10 x 20 Booth Space Downtown Saturday
- 3 tickets for Sponsor Raffle – Large basket with various gift cards & products from downtown businesses

BRONZE SPONSOR - \$250

- Business Name included in specified printed advertisements as a BRONZE Sponsor
- Inclusion in all Thank You Advertisements
- Printed advertisement as a BRONZE sponsor on sponsor board located at center of the festival
- One 10x20 Booth Space Downtown Saturday
- 2 tickets for Sponsor Raffle – Large basket with various gift cards & products from downtown businesses

Deadline for advanced advertisement September 1, 2021



FRANKLIN FALL FESTIVAL SPONSORSHIP APPLICATION

Please mail completed form and payment to
City of Franklin –Attn. Tourism Office, 207 W 2nd Ave, Franklin, VA 23851
Phone: 757-562-8506 | Email: csblythe@franklinva.com

Business Name _____

Address _____

Mailing Address _____

Phone _____

Email Address _____

Contact Person _____

Sponsoring Level _____

Will you be utilizing your booth space? Yes ___ No ___

Please submit a high-resolution logo to csblythe@franklinva.com by
September 1, 2021