

Phoenix Fest 2017 Sponsorship Schedule

It's important for businesses to find and keep the right customers so they can continue to grow. The right customers are the ones that your business has identified as being your core market -- the ones that are the key to your profitability. And even when you find them, it can still be difficult to communicate with them so that your message gets through. Today's customers are so overwhelmed with advertising pitches that many have simply "tuned out", making it harder and harder to capture their attention -- much less getting them to hear your message. A lot of money is wasted on media advertising where the customer is in charge of the on-off switch or the mailbox.

Event sponsorships like Phoenix Fest can help you reach the customer segments that are most important to your business. Phoenix Fest combines entertainment with information about your business. While festival goers are being entertained, your message can be delivered without the usual resistance to advertising -- because people are having fun. Events like Phoenix Fest communicate with existing and potential customers in a friendly fun way that encourages them to think positively about *your* message all day long. There is no on-off switch at Phoenix Fest.

If the African American market and the heritage tourism market are some of your core market segments, please consider a Phoenix Fest sponsorship as a way to reach this market and establish a personal relationship that can become valuable to your company for years to come.

All sponsorships should be submitted no later than July 31, 2017, for inclusion in the media advertising packages for the festival.

CORPORATE Sponsor -- \$ 500.00

- Elite status as a Main Sponsor for Phoenix Fest
- Company name on all *advance* promotions and advertising for Phoenix Fest
- Large print display of your company's name and/or logo on all banners at the festival
- Display of your company's name and/or logo on the festival program
- Individual advertising spots on Center Stage between acts at the festival
- Free parade entry
- Free vending space at the festival
- Certificate of Recognition for your company's participation

YOUTH Sponsor -- \$ 250.00

- Special recognition on-stage as Youth Sponsor for high school marching bands
- Large print display of your company's name and/or logo on all banners at the festival
- Display of your company's name and/or logo on the festival program
- Free parade entry
- Free vending space at the festival

MERCHANT Sponsor -- \$ 150.00

- Regular print display of your company's name and/or logo on all banners at the festival
- On-stage name recognition at the festival
- Display of your company's name and/or logo on the festival program
- Free parade entry
- Free vending space at the festival

Please return the enclosed Registration Form and your check by July 31, 2017 to Phoenix Fest, 908 Fayetteville Street, Suite 201, Durham, NC 27701. Or call Denise Hester at 919-680-2878 for more information.