

NC

FREEDOM FEST

GOLDSBORO, NC

2020 SPONSORSHIP PACKET



THE NC FREEDOM FEST

The North Carolina Freedom Fest is an all-inclusive, Military Appreciation festival that celebrates all of the men & women serving our country in the Armed Forces. Formerly known as “Wings of Wayne”, this festival is a community event in Historic Downtown Goldsboro that takes place annually on the third Saturday in May (Rescheduled to August 22nd, 2020, due to COVID-19). The festival specializes in recognizing our Military heritage and community by showcasing local active and retired military, while celebrating all they do for our city and country. The mission of the NC Freedom Fest is to create a community driven festival celebrating diversity through our heritage, arts, crafts, culture, and of course, America. It is a great source of local pride, with the entire community involved in celebrating our heroes and highlighting Goldsboro’s heritage. The festival encourages volunteerism and civic participation as this helps keep our growing festival free to everyone, as well as promotes the unique qualities of Downtown Goldsboro.

NC FREEDOM FEST WOULD NOT BE POSSIBLE WITHOUT OUR DEDICATED FESTIVAL COMMITTEE. THE COMMITTEE IS COMPRISED OF DEVOTED INDIVIDUALS FROM GOLDSBORO PARKS & RECREATION, GOLDSBORO ELKS LODGE, VISIT GOLDSBORO, MILITARY AFFAIRS COMMITTEE, GOLDSBORO FIRE DEPARTMENT, GOLDSBORO POLICE DEPARTMENT, DOWNTOWN GOLDSBORO DEVELOPMENT CORPORATION, AND THE GOLDSBORO DOWNTOWN MERCHANTS ASSOCIATION.

EVENT SUMMARY

Live Entertainment

Free, live entertainment taking place throughout the festival at the Hub: Downtown’s newest entertainment attraction!

Wing Cook-Off

Compete for bragging rights (and cash awards) for the Best Wings in Town while also raising money for the Goldsboro Elks.

Beer Garden

Enjoy choice beverages inside our beer garden - or take them outside as you walk around the festival!

Food Vendors

Enjoy all types of delicious cuisine from Downtown businesses as well as food trucks!

Car Show

The Wayne County Cruisers host the NC Freedom Fest Car Show on Center Street.

Kids Zone

Inflatables fill the area and interactive hands-on stations for kids of all of ages to enjoy!

Helicopter Rides

See Goldsboro from a new height, above the City! Take a ride with Total Flight Solutions for an aerial tour of our City!

SPONSORSHIP

SPONSORSHIP LEVELS

SALUTING SPONSOR

\$7,500

PRESENTING SPONSOR

\$5,000

PREMIER SPONSOR

\$2,500

PATRON SPONSOR

\$1,000

****ONLY ONE OF EACH AVAILABLE****

CONCERT STAGE SPONSOR

\$5,000

KIDS ZONE SPONSOR

\$3,000

VIP / HOSPITALITY TENT SPONSOR

\$2,000

NON-TRADITIONAL SPONSORSHIP LEVELS



SPONSORSHIP LEVELS

SALUTING SPONSOR

\$7,500

SIGNAGE ON STAGE

Your logo/company name featured in large display on the concert stage.

BUSINESS NAME AND/OR LOGO ON FESTIVAL MATERIALS

Your logo used in all Festival public communication materials. Includes permission to use Festival logo (as it applies to our brand standard policy) in your company's advertising materials.

LOGO/RECOGNITION IN DIGITAL, PRINT, AND RADIO ADVERTISEMENTS

Your logo on various regional digital and print ads promoting NC Freedom Fest events, as well as mentioned on air in all Radio Ads reaching households in all of Eastern North Carolina.

LOGO ON ALL BILLBOARDS, PLACED IN HIGH TRAFFIC AREAS

Your logo will be featured on all festival billboards, which are located in high traffic areas of I-40 & HWY 70.

LOGO WITH LINK ON FESTIVAL WEBSITE

Link provided to your company's website, email, or contact information through your logo.

LOGO ON PRINTED PUBLIC FESTIVAL GUIDE

LOGO ON FESTIVAL T-SHIRT

CORPORATE BANNER AND SPONSOR RECOGNITION

(With Logo) at all NC Freedom Fest events leading up to the festival, as well as at the festival. We will also install banners that you provide (up to 4) within high traffic areas of the festival for added exposure.

COMPLIMENTARY 10X10 (OR LARGER, IF REQUESTED) VENDOR SPACE

SPEAKING OPPORTUNITY AT FESTIVAL

RECOGNITION AT THE FESTIVAL (AUGUST 22ND)

FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS

EXTRAS

- 10 FESTIVAL T-SHIRTS
- VIP/HOSPITALITY TENT PASSES FOR 10 PEOPLE OF YOUR CHOOSING AT THE HEADLINER CONCERT



NC FREEDOM FEST | GOLDSBORO, NC 27530 | PHONE: 919-739-7449 | EMAIL: INFO@NCFREEDOMFEST.ORG

SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$5,000

BUSINESS NAME AND/OR LOGO ON FESTIVAL MATERIALS

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LOGO/RECOGNITION IN DIGITAL AND PRINT ADVERTISEMENTS

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LOGO WITH LINK ON FESTIVAL WEBSITE

Link provided to your company's website, email, or contact information through your logo.

LOGO ON FESTIVAL T-SHIRT

CORPORATE BANNER AND SPONSOR RECOGNITION

(With Logo) at all NC Freedom Fest events leading up to the festival, as well as at the festival. We will also install banners that you provide (up to 2) within high traffic areas of the festival for added exposure.

COMPLIMENTARY 10X10 (OR LARGER, IF REQUESTED) VENDOR SPACE

LOGO ON PRINTED PUBLIC FESTIVAL GUIDE

RECOGNITION AT THE FESTIVAL (AUGUST 22ND)

FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS

EXTRAS

- 6 FESTIVAL T-SHIRTS
- VIP/HOSPITALITY TENT PASSES FOR 6 PEOPLE OF YOUR CHOOSING AT THE HEADLINER CONCERT



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SPONSORSHIP LEVELS

PREMIER SPONSOR

\$2,500

LOGO WITH LINK ON FESTIVAL WEBSITE

Link provided to your companys website, email, or contact information through your logo.

LOGO ON PRINTED PUBLIC FESTIVAL GUIDE

COMPANY NAME ON FESTIVAL T-SHIRT

COMPLIMENTARY 10X10 VENDOR SPACE AT FESTIVAL



RECOGNITION AT THE FESTIVAL (AUGUST 22ND)

FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS

EXTRAS

- 4 FESTIVAL T-SHIRTS
- VIP/HOSPITALITY TENT PASSES FOR 2 PEOPLE OF YOUR CHOOSING AT THE HEADLINER CONCERT

PATRON SPONSOR

\$1,000

COMPANY NAME LISTED ON FESTIVAL WEBSITE

ONE 10X10 VENDOR SPACE AT FESTIVAL

FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS

VIP/HOSPITALITY TENT PASSES FOR 2 PEOPLE OF YOUR CHOOSING AT THE HEADLINER CONCERT

NON-TRADITIONAL SPONSORSHIP LEVELS

CONCERT STAGE SPONSOR

\$5,000

SIGNAGE ON STAGE

Your logo/company name featured in large display on the concert stage.

BUSINESS NAME AND/OR LOGO ON FESTIVAL MATERIALS

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LOGO/RECOGNITION IN DIGITAL AND PRINT ADVERTISEMENTS

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LOGO ON ALL BILLBOARDS, PLACED IN HIGH TRAFFIC AREAS

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LOGO WITH LINK ON FESTIVAL WEBSITE

Link provided to your companys website, email, or contact information through your logo.

LOGO ON PRINTED PUBLIC FESTIVAL GUIDE

LOGO ON FESTIVAL T-SHIRT

CORPORATE BANNER AND SPONSOR RECOGNITION

(With Logo) at all NC Freedom Fest events leading up to the festival, as well as at the festival. We will also install banners that you provide (up to 2) within high traffic areas of the festival for added exposure.

COMPLIMENTARY 10X10 (OR LARGER, IF REQUESTED) VENDOR SPACE

RECOGNITION AT THE FESTIVAL (AUGUST 22ND)

FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS

EXTRAS

- 6 FESTIVAL T-SHIRTS
- VIP/HOSPITALITY TENT PASSES FOR 6 PEOPLE OF YOUR CHOOSING AT THE HEADLINER CONCERT

***** ONLY ONE OF EACH NON-TRADITIONAL SPONSORSHIPS AVAILABLE *****

NON-TRADITIONAL SPONSORSHIP LEVELS

KIDS ZONE SPONSOR

\$3,000

NAMED AREA (THE "COMPANY NAME" KIDS ZONE)

COMPANY BANNER PROMINENTLY DISPLAYED IN KIDS ZONE AREA

LOGO ON ALL BILLBOARDS, PLACED IN HIGH TRAFFIC AREAS

Your logo will be featured on all festival billboards, which are located in high traffic areas of I-40 & HWY 70.

LOGO/RECOGNITION IN DIGITAL AND PRINT ADVERTISEMENTS

Your logo on various regional digital and print ads promoting NC Freedom Fest events.

LOGO IN PRINTED PUBLIC FESTIVAL GUIDE

VIP / HOSPITALITY TENT SPONSOR

\$2,000

PROMOTIONAL MATERIAL/PRODUCT SAMPLING (IF APPLICABLE)

COMPANY BANNER DISPLAYED IN TENT

LOGO WITH LINK ON FESTIVAL WEBSITE

Link provided to your companys website, email, or contact information through your logo.

LOGO ON PRINTED PUBLIC FESTIVAL GUIDE

LOGO WITH LINK ON FESTIVAL WEBSITE

Link provided to your companys website, email, or contact information through your logo.

COMPLIMENTARY 10X10 VENDOR SPACE IN KIDS ZONE

RECOGNITION AT THE FESTIVAL (AUGUST 22ND)

FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS

VIP/HOSPITALITY TENT PASSES FOR 2 PEOPLE OF YOUR CHOOSING AT THE HEADLINER CONCERT

RECOGNITION AT THE FESTIVAL (AUGUST 22ND)

FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS

VIP/HOSPITALITY TENT PASSES FOR 6 PEOPLE OF YOUR CHOOSING AT THE HEADLINER CONCERT

***** ONLY ONE OF EACH NON-TRADITIONAL SPONSORSHIPS AVAILABLE *****

NC FREEDOM FEST | GOLDSBORO, NC 27530 | PHONE: 919-739-7449 | EMAIL: INFO@NCFREEDOMFEST.ORG

SPONSORSHIP AGREEMENT

BUSINESS NAME (AS IT APPEARS IN ADVERTISING): _____

CONTACT: _____ **TITLE:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** ____ **ZIP:** ____

PHONE: _____ **EMAIL:** _____

SPONSORSHIP LEVELS (PLEASE CHECK ONE)

___ **\$7,500 SALUTING SPONSOR**

___ **\$5,000 PRESENTING SPONSOR**

___ **\$2,500 PREMIER SPONSOR**

___ **\$1,000 PATRON SPONSOR**

___ **\$5,000 CONCERT STAGE SPONSOR**

___ **\$3,000 KIDS ZONE SPONSOR**

___ **\$2,000 VIP/HOSPITALITY TENT SPONSOR**

PLEASE SEND AGREEMENT & MAKE CHECKS PAYABLE TO:

NC FREEDOM FEST

P.O. DRAWER A

GOLDSBORO, NC 27533


SPONSORSHIP AGREEMENT INCLUDING PAYMENT MUST BE RECEIVED IN ORDER FOR YOUR BUSINESS NAME TO APPEAR ON MARKETING MATERIALS. THE CITY OF GOLDSBORO'S TAX ID # IS 56-6000228.

SIGNATURE: _____ **DATE:** _____

___ **CHECK ENCLOSED**

___ **SEND INVOICE**

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		BENEFITS OF SPONSORSHIP															
		COMPLIMENTARY FESTIVAL T-SHIRTS	VIP TENT PASSES DURING HEADLINE BAND PERFORMANCE	NCFF YARD SIGN FOR YOUR BUSINESS	LISTED ON FESTIVAL WEBSITE	RECOGNITION AT THE FESTIVAL	COMPLIMENTARY VENDOR SPACE	LISTED IN THE FESTIVAL GUIDE	ON-SITE BANNER	LOGO OR NAME ON T-SHIRT (SIZE AND PROMINENCE WILL VARY)	LOGO OR NAME ON T-SHIRT (SIZE AND PROMINENCE WILL VARY)	LOGO ON BILLBOARDS	DIGITAL, PRINT & RADIO ADS	FESTIVAL MATERIALS	MAIN STAGE BANNER	SPEAKING OPPORTUNITY	SMALL SIGNS ON SITE
SPONSORSHIP TIERS (*NON-TRADITIONAL SPONSORS)	SALUTING \$7,500	10	10	★	★	★	★	★	★	★	★	★	★	★	★	★	
	STAGE* \$5,000	6	6	★	★	★	★	★	★	★	★	★	★	★			
	PRESENTING \$5,000	8	8	★	★	★	★	★	★	★	★	★	★				
	KIDS ZONE* \$3,000	0	2	★	★	★	★	★			★	★					
	PREMIER \$2,500	4	2	★	★	★	★	★		★	★						
	VIP TENT* \$2,000		6	★	★	★		★	★								
	PATRON \$1,000		2	★	★		★		★	★							
	SUPPORTER < \$1,000																

