



BURKE CENTRE CONSERVANCY
ANNUAL FESTIVAL

6060 Burke Centre Parkway
Burke, VA 22015-3702

• Phone: (703) 978-2928

• Fax: (703) 978-1073

• www.burkecentreweb.com

February 2010

Dear Festival Supporter:

You are cordially invited to partner with the Burke Centre Conservancy, which represents 5,862 homes within the local community and approximately 1,000 off-site homeowners, as we begin planning for the 2010 Burke Centre Annual Festival by becoming a Festival Sponsor.

This year's festival will be held on September 11 & 12, 2010, and will feature the After-Hours Wine Garden featuring live entertainment, children's crafts & activity booths, pony rides, amusement rides, talented entertainers performing on our "Main Stage", an interactive wildlife show, professional face painters, balloon artists, roving characters (McGruff the Crime Dog, STAR WARS, etc.) and a huge arts and crafts fair with fantastic food vendor booths. Possible sponsorship benefits include:

- Reduced advertising rates in Burke Centre's monthly newsletter, the *Conservator*
- Free web advertising on Burke Centre's web site, including a direct link to your business site. Visit us at www.burkecentreweb.com by choosing FESTIVAL under the Recreation tab.
- Recognition as a Burke Centre community supporter by thousands of festival visitors
- An opportunity to actively participate in the event with a 'Sponsor Booth'

Local businesses are encouraged to take advantage of this great community outreach opportunity. Please take a moment to review the benefits available when you become an official festival sponsor. The attached form provides details on how to join this highly recognized group of gracious supporters and to highlight your business or organization to a thriving community. Past sponsors include Burke Community Church, Heatherwood Retirement Community, CAS Lawn & Landscape, Travel Cruise and Tour of Burke, Landmark Atlantic & Oak Leather Knolls, Burke Racquet & Swim Club, 5 Star Hair Nails & Day Spa, Cox Communications, Costco and Knollwood Community Church, to name just a few.

Your kind gift of support in any amount will be put to good use and greatly appreciated. Gift certificates for goods and services are also welcome and quite helpful. You may also choose to customize your support to best fit the specific needs of your business. Just let us know and we will be happy to work with you!

Please feel free to contact Nancy Sherman at (703) 978-2928; e-mail nancys@burkecentre.org if you have any questions. We look forward to hearing from you!

Sincerely yours,

The 2010 Festival Team



2010 Burke Centre Festival SPONSORSHIP REGISTRATION

SEPTEMBER 11 & 12, 2010

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

BUSINESS NAME: _____

CONTACT NAME: _____ DONATION: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE NUMBER: _____ WEB SITE ADDRESS: _____

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 media statements	% 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	√	√	√	10% 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		√
Major Sponsor \$2000+	w/address, phone, web link	With Logo	√	w/Logo	2 Mos. Free ¼ pg. ads - \$330 value	√	√	Yes, see below	√	√

Note: Sponsorship levels and benefits are applicable for cash donations or gift cards of equivalent dollar values. Donations of discount coupons to your business and/or products are welcome, and benefit levels for these items will be determined by the Festival Team.

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.burkecentreweb.com at the time of sponsorship through December 31, 2010, (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.
- 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. Business name listed on event site map distributed to thousands of guests over 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 recognition, listing business name, on site-map handout provided to visitors during the Festival weekend.
 4. Receives 10% 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.burkecentreweb.com at the time of sponsorship through December 31, 2010.

- KEY FESTIVAL SPONSOR** *Generous donation of \$1500-1999 in cash/gift card of equivalent value*
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 page ___."
 3. Receives recognition, listing business name, address and phone number on site-map handout provided to visitors during both days of the Festival.
 4. Designates a specific activity to sponsor (optional). Business will receive a mention when the activity is advertised. Examples include: Entertainment, Volunteer Appreciation Prize Drawings, Shopper Incentive Program, Wine Tasting, After-Hours Social, Opening Ceremony, other _____.

- MAJOR FESTIVAL SPONSOR** *Generous donation of \$2000 or more in cash/gift cards*
1. 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.
 2. Receives a FREE booth space (optional) that allows you to showcase business through an outreach or community services activity. Some restrictions apply – please contact Nancy Sherman at the Conservancy office (703-978-2928, nancys@burkecentre.org) for guidelines and recommendations for hosting an eligible booth.
 3. Receives two (2) **FREE CONSERVATOR 1/4 page** display advertisement (\$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 for 1/4 page ad (dimensions are (5" x 6.5") by August 20, 2010 to be included in the September Festival issue. **Upon request, a BC Festival logo will be provided for Major Sponsors to use in this & other ads.**
 4. 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.burkecentreweb.com at the time of sponsorship through December 31, 2010. The sponsor is encouraged to also provide a small logo in .jpg or .gif format for inclusion on the web site.
 5. Receives recognition, listing business name, small logo, address and phone number on site-map handout provided to visitors during both days of the festival. Also, receives recognition whenever possible, listing business name, in publicity statements issued by the Festival Committee to local media.
 6. Receives escorted access to office building during festival weekend for restroom breaks and refreshments as available. Some restrictions apply.
 7. Gets the option of choosing a specific activity to support (see below for examples; add'l categories available). The business supporter will be mentioned each time the activity is publicized. May customize donation amount to support more than one activity.

SHUTTLE BUS SPONSOR – donation applied toward shuttle bus rental. **EXTRA SPONSOR BENEFITS INCLUDE:** Banner placement on two buses for both days of festival weekend. Sponsor is responsible for providing two 3' x 5' banners (optional). Business may provide "greeters" wearing sponsor's hats/t-shirts to help visitors on and off buses at designated times.

AMUSEMENT RIDES SPONSOR – donation applied toward the popular pony rides or other festival amusement ride(s). **EXTRA SPONSOR BENEFITS INCLUDE:** Banner placement next to ride and at one other location on the grounds during festival weekend. Sponsor is responsible for providing two 3' x 5' banners (optional). Business may provide "greeters" wearing sponsor's hats/t-shirts to help visitors on and off rides at designated times.

ENTERTAINMENT SPONSOR – donation applied to entertainment costs. **EXTRA SPONSOR BENEFITS INCLUDE:** Banner placement on or next to stage -- sponsor is responsible for providing a 3' x 5' banner (optional). Business may announce entertainment acts and mention business name at designated times. "Greeters" wearing the sponsor's hats/t-shirts may help visitors find seating during festival performances.

If you prefer, potential sponsors are welcome to contact our Festival staff to help customize a benefits package in recognition of your sponsorship. Primary point of contact for sponsors is Nancy Sherman who can be reached at (703) 978-2928 ext. 28, e-mail: nancys@burkecentre.org.