



2022 Sponsorship Opportunities

	Premier \$10,000 *	Official \$5,000	Supporting \$2,500	Contributing \$1,000	Carnation \$500	Friend of \$250
INDUSTRY EXCLUSIVITY						
ACTIVATION AND DISPLAYS * All subject to agreement						
Complimentary activation space/vendor booth for Fri-Sun and at Parade	*	*				
Complimentary activation space/vendor booth for Fri-Sun (festival grounds only)			*			
Onsite sampling	*	*	*	*		
Festival will consider partial sponsorship in-kind donations	*	*				
WEBSITE						
Recognition as top sponsor in press releases and announcements	*	*				
Prominently featured logo/link on The Carnation Festival website until end of 2022	*	*	*			
Logo/link on The Carnation Festival website until end of 2022				*	*	*
SOCIAL MEDIA * Over 80,000 reach across multiple platforms						
Dedicated, multi-channel social media posts	10	8	4	2	1	
1x Integrated Facebook post with link to Sponsor's Facebook page or website	*	*	*	*	*	*
YOUR LOGO IN ADVERTISING AND EMAIL BLASTS						
Web and social media ads	*	*	*			
Local print advertising	*	*	*			
Logo on primary email blasts	*	*	*	*		
YOUR LOGO ON PRINTED COLLATERAL AND EVENT SIGNAGE						
Logo on Carnation Festival commemorative item (eg t-shirt)	*					
Prominently featured on all event promotional and collateral printed materials	*	*				
Supporting recognition in select printed collateral materials and promotions			*			
Contributing recognition in select printed collateral materials and promotions				*		
2x over-the-street banners over 38th Ave (4weeks - 17,000 impressions per day)	*	*				
2x music stages	*	*				
Top sponsors banner	*	*	*			
Parade route signage (and grandstand mention at all band introductions)	*	*	*			
Official 2022 event poster to be distributed locally	*	*	*	*		
Program sponsor signage	*	*	*	*		
Display of 1 banner provided by sponsor					*	*
Festival program/map distributed before and during event	*	*	*	*	*	*
HOSPITALITY						
Spaghetti Dinner (both Friday and Saturday)	12	8	6	4	2	
Beer/Beverage Tickets (both Friday and Saturday)	12	8	6	4	2	
Carnation Festival Commemorative Poster	*	*	*	*	*	*

Supporting Sponsor Programs: Parade, Music Stages, Beverages, Car Show, Fireworks

Contributing Sponsor Programs: Carnation Mile, Community Stage, Art Show, Spaghetti Dinner, Pancake Breakfast, Pie Contest, Shuttles