

Northfield Observances, Inc.

LABOR DAY WEEKEND FESTIVITIES
PO BOX 81 • NORTHFIELD FALLS, VT 05664

Northfield Labor Day Festival – Aug 31st – Sept 2nd

Since 1975, Vermont's Labor Day celebration draws thousands of people to Northfield. This **free community event** includes live entertainment, a car show, and more. Our premier Labor Day parade on Monday is the highlight of the three-day festival.

People come to Northfield from all parts of New England to enjoy the game booths, food vendors and crafters. This year's live entertainment is sure to please everyone. As usual, the entire weekend will be packed with crowd-pleasing performances.

By choosing one of the sponsorship opportunities, you will receive prominent exposure to thousands of your customers and prospective customers, for three consecutive days. We have an emcee on the stage the entire weekend, making sure your company is getting all the credit for helping to make this weekend possible.

What's in it for you:

- **Marketing Exposure-** Our 3-day event draws people from all over Vermont and New England to Northfield. You will get great marketing exposure for your sponsorship level.
- **Community Enrichment** - The Labor Day festivities provide the venue for several nonprofit organizations, who depend on their earnings over the weekend, to provide needed services to our communities.
- **Positive Press** – The Labor Day Festival brings state media outlets into Northfield and shines the spotlight on this great community event in Vermont. Get your company into that spotlight.

How do I give?

- **Return the enclosed form with payment.** Your check can be made payable to Northfield Observances, Inc., or reach out for other forms of payment.

It's a Vermont tradition. We hope to see you there.

Sincerely,

Northfield Observances, Inc.

Labor Day Weekend Committee

NorthfieldVTObservances@gmail.com

802-952-9365

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**NORTHFIELD LABOR DAY WEEKEND FESTIVITIES
3 DAYS OF HOMETOWN ENTERTAINMENT & VERMONT'S PREMIER PARADE
Aug 31st – Sept 2nd**

SPONSORSHIP OPPORTUNITIES

Northfield Observances, Inc. is a non-profit organization

EVENT SPONSORS - \$5,000

- Maximum exposure in all the marketing
 - TV / Radio/ Newspaper
 - Printed Schedules
 - Event Website
- 10'X10' booth to use yourself or donate to a non-profit of your choice.
- PA acknowledgements all weekend
- Opportunity to address the crowd from the main stage.
- Your banner prominently displayed next to the stage.
- 4 Private seats on the Parade Judging Stage

PARADE SPONSORS - \$2,500

- Exposure in marketing efforts
 - Radio/ Newspaper / TV
 - Printed schedules
 - Event Website
- PA acknowledgements all day Monday
- Your banner prominently displayed on the parade judging stage.
- 10'X10' booth space to use yourself or donate to a non-profit of your choice.
- 4 Private seats on the Parade Judging Stage
- An Opportunity to have a float or walk your banner down the parade route

STAGE SPONSORS - \$2,000

- Exposure in marketing efforts
 - Radio/ Newspaper / TV
 - Printed schedules
 - Event Website
- PA acknowledgements all weekend
- Your banner displayed on the Main Stage
- 10'X10' booth space to use yourself or donate to a non-profit of your choice.

ACTIVITY BOOTH SPONSORS - \$1,500

- Exposure in marketing efforts
 - Radio/ Newspaper / TV
 - Printed schedules
 - Event Website
- PA acknowledgements all weekend
- Your banner displayed on the information booth

OFF STAGE ENTERTAINMENT SPONSORS - \$1,500

- Exposure in marketing efforts
 - Radio/Newspaper /TV
 - Printed schedules
 - Event Website
- PA acknowledgements all weekend
- Your banner displayed in the center of the common area

OTHER LEVELS

- Gold Level - Contributions of \$500 and up receive PA announcement thanks and will be listed on event posters.
- Silver Level - Contributions of \$250 and up also receive thanks over the PA system during the three-day weekend.
- Friend Level - any contribution amount will be recognized in a "Thank You" display ad after the weekend event.

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2024 SPONSOR PLEDGE

YES! I want to contribute to the success of the Annual Labor Day Celebration & Parade. Please sign me up for the following sponsorship level.

SPONSORSHIP LEVELS

- | | |
|---|--|
| <ul style="list-style-type: none">● EVENT SPONSOR \$5,000● PARADE SPONSOR \$2,500● STAGE SPONSORS \$2,000 | <ul style="list-style-type: none">● ACTIVITY BOOTH SPONSOR \$1,500● OFF STAGE ENTERTAINMENT \$1,500● Other |
|---|--|

SPONSOR INFORMATION

COMPANY NAME:

CONTACT NAME:

STREET ADDRESS:

CITY:

STATE & ZIP CODE:

PHONE:

E-MAIL:

WEBSITE:

Please email your high-resolution logo to: NorthfieldVTObservances@gmail.com

We thank you for your support! Please return this form and payment to the email or mailing address below. Checks payable to Northfield Observances, Inc. or contact us for other forms of payment.

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