

**2011 OLD TIMERS FESTIVAL  
SPONSORSHIP / BUSINESS APPLICATION**

Date Received _____
Check # _____
Receipt # _____
Booth # _____
OFFICE USE ONLY

(Please Print)

Business Name (as it will appear): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Business Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Website: \_\_\_\_\_

**Select Level of Sponsorship**

- |   |            |   |          |
|---|------------|---|----------|
| <input type="checkbox"/> Title Sponsor    | (\$5,000+) | <input type="checkbox"/> Gold Sponsor   | (\$ 250) |
| <input type="checkbox"/> Platinum Sponsor | (\$ 2,500) | <input type="checkbox"/> Silver Sponsor | (\$ 100) |
| <input type="checkbox"/> Diamond Sponsor  | (\$ 1,000) | <input type="checkbox"/> Bronze Sponsor | (\$ 50)  |
| <input type="checkbox"/> Ruby Sponsor     | (\$ 500)   |   |          |

Yes, I want to use my complimentary booth space (**Ruby & above only**).

***Ruby Sponsors and above, please email logo to [ktyson@laverqnetn.gov](mailto:ktyson@laverqnetn.gov) for advertising purposes. The deadline for sponsorship confirmation is September 1, 2011, so we can assure your business name will be included in our promotional advertising.***

T-Shirt size(s): \_\_\_\_\_ S \_\_\_\_\_ M \_\_\_\_\_ L \_\_\_\_\_ XL \_\_\_\_\_ XXL \_\_\_\_\_ XXXL

**(Please see the attached Sponsorship Levels for number of t-shirts to receive)**

Sponsorship Amount Enclosed: \$ \_\_\_\_\_

Make Checks Payable to:

City of La Vergne  
2011 Old Timers Day Festival  
5093 Murfreesboro Road  
La Vergne, TN. 37086  
Fax number: (615) 793-9213  
[www.oldtimersfestival.com](http://www.oldtimersfestival.com)  
[www.laverqnetn.gov](http://www.laverqnetn.gov)

**Please see Guidelines for Sponsorship and Businesses**

# 2011 OLD TIMERS FESTIVAL SPONSORSHIP LEVELS

**Title Sponsors** **\$5,000+**  
 \* Included in all promotions  
 \* Logo printed on Welcome Bags  
 \* Banner placement in prominent location  
 \* 2 10x12 booth spaces in Section A for handing out promotional items  
 \* 12 VIP passes for evening concert  
 \* Special seating for 12 at the parade  
 \* 12 Old Timers Day t-shirts  
 \* *Placed on our Sponsorship Parade Banner*  
 \* *Linked from the City & Old Timers Festival Websites*  
 \* May include marketing items in Old Timers Festival welcome bags

**Platinum Sponsors** **\$2,500**  
 \* 5 promotional ads  
 \* Logo printed on Welcome Bags  
 \* Banner placement in prominent location  
 \* 1 10x12 booth space in Section A for handing out promotional items  
 \* 10 VIP passes for evening concert  
 \* Special seating for 10 at the parade  
 \* 10 Old Timers Festival t-shirts  
 \* *Placed on our Sponsorship Parade Banner*  
 \* *Linked from the City & Old Timers Festival Websites*  
 \* May include marketing items in Old Timers Festival welcome bags

**Diamond Sponsors** **\$1,000**  
 \* 3 promotional ads  
 \* Logo printed on Welcome Bags  
 \* Banner placement in prominent location  
 \* 1 10x12 booth space in Section A for handing out promotional items  
 \* 8 VIP passes for evening concert  
 \* Special seating for 10 at the parade  
 \* 8 Old Timers Festival t-shirts  
 \* *Placed on our Sponsorship Parade Banner*  
 \* *Linked from the City & Old Timers Festival Websites*

**Ruby Sponsors** **\$500**  
 \* 2 promotional ads  
 \* Logo printed on Welcome Bags  
 \* Banner placement in prominent location  
 \* 1 10x12 booth space in Section A for handing out promotional items  
 \* 6 VIP passes for evening concert  
 \* Special seating for 6 at the parade  
 \* 6 Old Timers Festival t-shirts  
 \* *Placed on our Sponsorship Parade Banner*  
 \* *Linked from the City & Old Timers Festival Websites*  
 \* May include marketing items in Old Timers Festival welcome bags

**Gold Sponsors** **\$250**  
 \* Special seating for 4 at the parade  
 \* 1 10x12 booth space for handing out promotional items. Site location to be announced. Must provide own tent, tables & chairs.  
 \* 4 VIP passes for evening concert  
 \* 4 Old Timers Festival t-shirts  
 \* *Placed on our Sponsorship Parade Banner*  
 \* *Linked from the City & Old Timers Festival Websites*  
 \* May include marketing items in Old Timers Festival welcome bags

**Silver Sponsors** **\$100**  
 \* 1 10x12 booth space for handing out promotional items. Site location to be announced. Must provide own tent, tables & chairs.  
 \* 2 VIP passes for evening concert  
 \* 2 Old Timers Festival t-shirts

**Bronze Sponsors (formerly in Business Tent) \$50**  
 \* Benefit is 1 10x12 booth space only. Site location to be announced. Must provide own tent, tables & chairs.

**All Sponsors (except Bronze) will be:**

- *Printed on the back of our Old Timers Festival T-Shirts*
- *Posted on Sponsorship Board at the park during event*
- *Listed in several Local Newspapers*

**SPONSORS ONLY**

- T-shirts will be available for pickup the week before the event.
- All passes will be mailed out two weeks prior to the event.
- If you are a Ruby level sponsor or above, please drop-off your banner one week prior to event at LaVergne Park Office so we may hang it for you. Please pick up banners Monday following the event.
- All marketing pieces must be received by Monday, Aug 29, 2011 to be included in the welcome bags.