



Burke Centre Conservancy Annual Festival

6060 Burke Centre Parkway
Burke, VA 22015-3702

• Phone: (703) 978-2928

• Fax: (703) 978-1073

• www.burkecentre.com

May 2017

Dear Burke Centre Festival Friends:

Burke Centre is a local, thriving planned community with almost 6,000 homes and approximately 18,000 residents. For the past 39 years, the Burke Centre Conservancy has held an annual festival in celebration of this vibrant and welcoming community. This year will represent Burke Centre's 40th Anniversary Festival, and we warmly invite you to partner with us to help make this special anniversary festival a great success.

As a Festival Sponsor, your generous assistance will help us to offer a lively, high quality event for the thousands of visitors who discover Burke Centre every year during this signature weekend event. We are happy to "go over and above" to show our gratitude by offering exceptional benefits and frequent recognition of our sponsors, which include the following (depending on sponsorship level):

- An opportunity to actively participate in the event with your own booth and special perks throughout the event weekend.
- Frequent mentions and recognition in social media platforms for the Burke Centre Festival such as Facebook, Twitter, NextDoor, etc.
- Free or reduced advertising rates in Burke Centre's monthly newsletter, the *Conservator*.
- Monthly notices in the *Conservator* listing your business as a Festival Sponsor before and after the event.
- Free web listing on Burke Centre's web site, including a direct link to your business site. Visit us at www.burkecentre.com.
- Recognition from thousands of local residents who visit the Festival each year that your business supports the community, and much more...

We encourage businesses to take advantage of this huge community outreach opportunity. The attached form provides details on the benefits of Burke Centre Festival sponsorship. 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 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 or Randi from The Festival Team at (703) 978-2928; e-mail nancys@burkecentre.org | randi@burkecentre.org if you have any questions. We look forward to working with you!

Kindest regards,

The 2017 Festival Team

Some returning/past sponsors include: Fairfax Connector Express, David Hughes Orthodontics, Burke Community Church, Burke Racquet & Swim Club, Burke & Herbert Bank, Focus Family Martial Arts, Kitchen Saver, Liberty Tax Service, W Salon, Wood Ranch BBQ & Grill, Apple FCU, Ameritech Construction, Debbie Dogrul & Associates, Hudson Orthodontics, Learning Rx, NuLook Home Designs, Palmercare Chiropractic, Shield Dental Care, Smiles by Mia, Great Harvest Bread Co., Burke Centre Giant, Burke Nursery & Garden Center, Prince William Home Improvement, Camp Horizon's, Milano's Family Restaurant, Merry Maids, Knollwood Church, American Disposal Service, Burke Commons Starbucks, Buswell & Bennett Cleaning Co., Spartans Family Restaurant, Glory Days, Jazzercise, Safeway, Walmart, Hopsfrog Grille, Create More Music Studios, Susan Petrie-ReMax Allegiance, Mid-Atlantic Waterproofing, Long Fence & Home, Renewal by Andersen Windows, Burke Health & Rehab, Homefix Custom Remodeling, The Commonwealth Group, Five Star Hair, Bath Fitter, Big Apple Circus, Massage Envy, Navy Federal FCU, Chipotle, Northern Virginia Dental Associates, Burke Centre Automotive, Sherwin-Williams, Atlantic Pool Service, Burke Parkway Dental, Sony Pictures Animation, Martha Stewart & The Hallmark Channel to name just a few. Many thanks to all of our generous sponsors!



40th Anniversary Burke Centre Festival SPONSORSHIP REGISTRATION

SEPTEMBER 9 & 10, 2017

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

BUSINESS NAME: _____

POINT OF CONTACT: _____ DONATION: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE #: _____ WEB SITE (if applicable): _____

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 all print & social media releases	% 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	√	√	√	15% 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	Call Us!	
Major Sponsor \$2000	w/address, phone, web link	With Logo	√	w/Logo	2 Mos. Free ¼ pg. ads - \$330 value	√	√	Yes, see below	√	√
Anniversary Sponsor \$2500+	w/address, phone, web link	With Logo	√	w/Logo	2 Mos. Free 1/2 pg. ads - \$700 value	√	√	√	√	√

Note: Sponsorship levels and benefits are applicable for cash donations or gift cards of equivalent dollar values. Donations of trial memberships to your business and/or products will be recognized at the Festival Partner level. Donations of discount coupons (e.g., buy one/get one free or % off-coupons) will not be applied toward sponsorship levels.

NEW SPONSORSHIP BENEFITS 40th ANNIVERSARY SPONSOR

~ See reverse side for details ~

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.burkecentre.com at the time of sponsorship through December 31, 2017, (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.
 4. Gets mentioned on Burke Centre Festival social media sites such as Facebook, Twitter, etc.
- 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. Receives recognition, listing business name, on site-map handout provided to visitors during the 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 15% 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.burkecentre.com at the time of sponsorship through December 31, 2016.

KEY FESTIVAL SPONSOR *Generous cash donation of \$1500-1999*

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 on page ___."

MAJOR FESTIVAL SPONSOR *Generous cash donation of \$2000 -2499*

1. Receives all of the same benefits as a FESTIVAL KEY SPONSOR (above) along with the following ADDITIONAL features offered to Festival Major Sponsors.
2. 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.
3. 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.
4. **CONSERVATOR ADVERTISING:** Receives two (2) **FREE CONSERVATOR 1/4 page** display ads (\$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 (dimensions are (5" x 6.5") by August 20, 2017 to be included in the September Festival issue. **Upon request, a Festival logo will be provided for Major Sponsors to use in this & other ads.**
5. 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.burkecentre.com at the time of sponsorship through December 31, 2016. The sponsor is encouraged to also provide a small logo in .jpg or .gif format for inclusion on the web site.
6. Receives recognition whenever possible, listing business name, in publicity statements issued by the Festival Committee to local media.
7. Receives escorted access to office building during festival weekend for restroom breaks and refreshments as available. Some restrictions apply.
8. Gets the option of choosing a specific activity to support. The business supporter will be mentioned each time the activity is publicized. May customize donation amount to support more than one activity.

SPECIAL 40th ANNIVERSARY SPONSOR *Generous cash donation of \$2500 or more*

- ANNIVERSARY SPONSOR BENEFITS INCLUDE: [NEW] Free Web Site Banner Ad on Burke Centre Festival page** (specs: standard size 468 x 60/20 KB gif weight/ 30 KB flash weight). Recognition as sponsor of a specific festival attraction of your choice (i.e., Amusement Rides, Pony Rides, Shuttle Buses, Stage/DJ, Live Shows, Face Painting, etc.)
- 1) CONSERVATOR ADVERTISING:** Two (2) **FREE CONSERVATOR 1/2 page** display ads (\$700 Value) with festival publicity in the **August & September Festival issues**. The CONSERVATOR Festival Recognition page will reference a page number for the location of the 1/2 page advertisement, i.e., "see ad on page ___." Sponsor must provide digital or camera-ready artwork for 1/2 page ad (dimensions are (6" x 10.25") by August 20, 2017 to be included in the September Festival issue. Upon request, a Festival logo will be provided for Anniversary Sponsors to use in this & other ads;
 - 2) BANNER PLACEMENT** for both days of festival weekend. Sponsor is responsible for providing two 3' x 5' banners (optional);
 - 3) ON-SITE PRESENCE** – In addition to your booth, sponsor may provide "greeters" wearing sponsor's hats/t-shirts to help at designated rides/times/locations. Multiple partial sponsorships of an attraction may occur, in which case both sponsors would be invited to display banners and assist at the attraction.

If you prefer, potential sponsors are welcome to contact our Festival staff to help customize a benefits package in recognition of your sponsorship. Please contact Nancy Sherman at (703) 978-2928 ext. 228, e-mail: festival@burkecentre.org.