



**11TH
ANNUAL**



ROTARY CLUB OF LONGVIEW

SQUIRREL FEST



SQUIRREL FEST SPONSORSHIP
OPPORTUNITIES

CONTACT:

SQUIRREL FEST FUNDRAISING COMMITTEE

EMAIL: [INFO@LVSQUIRRELFEST.COM](mailto:info@lvsquirrelfest.com)



HISTORY OF SQUIRREL FEST:

Launching the first Longview Squirrel Fest was a dream of a local group, The Sandbaggers; with the idea of creating a fun event that would be nutty enough for everyone from age 2 to 1002. In 2019 the Rotary Club of Longview took over the event as it continued to grow and outpaced the Sandbaggers. Each year is better than the last, growing in attendance, awareness, fun and even more shows from great local musicians, children's entertainers, and headliners that you'll just go NUTS about.



TODAY'S FESTIVAL

Squirrel Fest is the first of its kind on the West Coast and in the Mount St. Helens region! We're nuts over this celebration in honor of our furry friends and so are our 3,500+ guests we reconnect with annually. Longview is known for its Squirrel bridges near the Civic Center and we're excited to invite you to celebrate with us! With a wide variety of nutty activities, Squirrel Fest offers something for everyone. Squirrel Fest will take place for the eleventh year on August 20th, 2022 at Longview Civic Center Park featuring local vendors, performances, children's activities, delicious foods and more!

The generosity of our sponsors makes it possible for us to keep Squirrel Fest 100% free to attend for local community members of all ages. Through your sponsorship, we are able to provide excellent entertainment at the fraction of the cost of regular concert ticket prices. Your contributions allow the Rotary Club of Longview to continue our mission promoting literacy through the Dolly Parton Imagination Library. From book give-aways to volunteering in schools! Your sponsorship allows us to continue supporting local park projects, our community and it helps us generate money for local youth scholarships.



WATCH OUR 2021 RECAP VIDEO

WWW.LVSQUIRRELFEST.COM



2022 EVENT SNAPSHOT: KEY DETAILS:

Date: August 20th, 2022

Time: Event Open: 10:00am / Vendors Close: 8:00pm

Venue: R.A. Long Park at Longview Civic Circle (Longview, WA)

SQUIRREL FEST PARTNER & SPONSOR FOCUS:

Multiple brand visibility opportunities
Easy community involvement portals
Community building
Sales & lead collections
Sponsor status through event promotions

EVENT FEATURES:

- Free children's activities in the "Junior Squirrels Kid Zone"
- Marketplace vendors
- Live Music
- Beer Garden
- Collectable merchandise in the "Nut House"
- Theatrical performances
- Photo opportunities with Sandy Squirrel
- Local food vendors
- Squirrel Bridge tours

ATTENDANCE:

Three thousand five hundred residents & families from the Longview & Kelso community attended in 2019. Over the past years of the festival, organizers have seen increased tourism from major cities such as Portland & Seattle. Increasing overall tourism to the festival is the main goal moving forward, and we want you to be a part of our growth!

WWW.LVSQUIRRELFEST.COM



COMMUNITY SPONSOR PACKAGES:

FLYING SQUIRREL TITLE PACKAGE:

- Event naming rights ("Squirrel Fest Presented By: Your Company")
- Headline print & online promotion recognition + Press release mentions
- Verbal recognition
- T-Shirt logo inclusion
- Social media (paid/organic) promotions
- Front page website listing w/ logo and link to company page
- Booth space
- 100's of radio advertisements naming company as title partner

SANDY SQUIRREL CONCERT PACKAGE:

Your business is the exclusive partner on this year's concerts

- Stage banner installations
- Logo recognition incorporated in lineup marketing materials & posts
- Prominent print & online promotion recognition + Press release mentions
- Verbal recognition
- T-Shirt logo inclusion
- Social media (paid/organic) promotions
- Front page website listing w/ logo and link to the company page
- Booth space
- Radio advertisements naming company as title partner

SQUIRREL PICS PACKAGE:

- Prominent logo spot on print & online promotional material
- Verbal recognition at festival
- Logo inclusion in all printed/digital photo booth photos w/ title sponsor
- T-Shirt logo inclusion
- Front page website listing w/ logo and link to company page
- Social media (organic) promotions
- Booth space
- 75 radio advertisements naming company as partner

GRAY SQUIRREL PACKAGE:

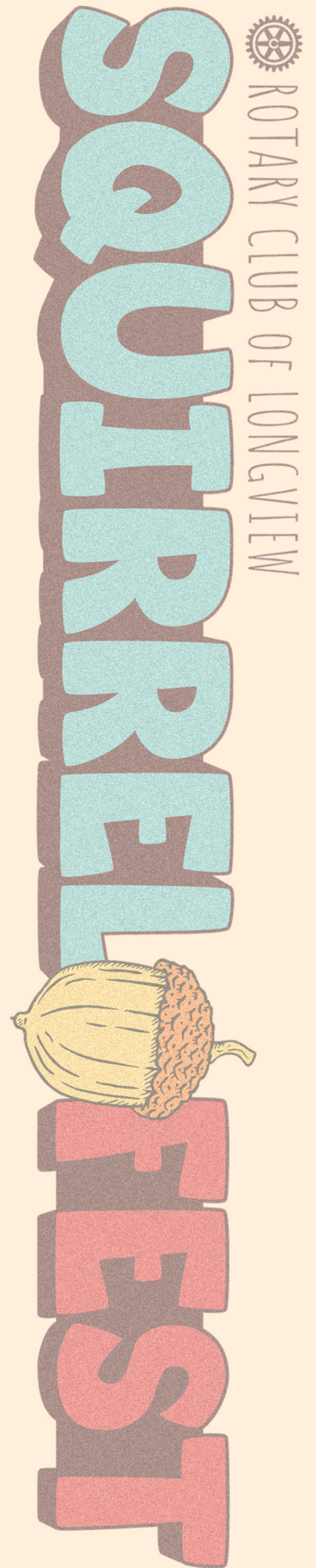
- Logo spot on poster & flyers
- Text name recognition spot on select online graphics
- Verbal recognition at the festival
- Front page website listing w/ logo
- Social media (organic) promotions
- Booth space
- 25 radio advertisements

RED SQUIRREL PACKAGE:

- Text listing on all event posters
- Social media recognition w/ partner listing on event page
- Front page website listing w/ logo and link to company page
- Booth space

GROUND SQUIRREL PACKAGE:

- Text listing on all event posters
- Social media recognition w/ partner listing on event page
- Front page website listing w/ logo and link to company page
- Booth space



WWW.LVSQUIRRELFEST.COM



COMMUNITY SPONSOR NUTSHELL

PARTNER SPONSORSHIPS [RESERVATION DEADLINE: JUNE 1ST, 2022]

| | |
|--------------------------------|--------------------------------|
| Flying Squirrel Title Package | Please Inquire (One Available) |
| Sandy Squirrel Concert Package | \$3,750 (One Available) |
| Squirrel Pics Package | \$1,500 |
| Gray Squirrel Package | \$1,000 |
| Red Squirrel Package | \$500 |
| Ground Squirrel Package | \$250 |

SELECT ADD-ON & CUSTOM OPPORTUNITIES [RESERVATION DEADLINE: JUNE 1ST, 2022]

NUT HOUSE! ADD-ON

Exclusive naming rights to the Squirrel Fest "Nut House!"

\$2,500

Available: 1

JUNIOR SQUIRRELS KID ZONE ADD-ON

Exclusive naming rights to the Squirrel Fest "Junior Squirrels Kids Zone!"

\$3,500

Available: 1

CLEAN & GREEN ADD-ON

Your sponsorship helps us keep Squirrel Fest green! We plan to offer separated trash & recycling receptacles onsite during the event. Your logo will be featured on each waste bin.

\$1,500

Available: 1

SPONSORSHIP BENEFITS VARY DEPENDING ON LEVEL OF INVESTMENT AND MAY INCLUDE:

- Naming rights!
- Sponsor logos on printed flyers & posters
- Sponsor logos included in promotional social media posts
- Advertisement recognition and links
- Webpage listings, banners and logo placements
- Vendor activation spaces Day of event signage
- Front entry gate logo placements
- Verbal shoutouts throughout day
- Inclusion in press releases
- Have another idea? Tell us!

WWW.LVSQUIRRELFEST.COM