



# MIDDLETOWN HERITAGE FESTIVAL

## SPONSORSHIP PACKAGE

**39<sup>th</sup> Annual Middletown Heritage Festival**  
**Saturday, September 23<sup>rd</sup>, 2023 ~ 10 a.m. - 5 p.m.**

[www.middletownheritagefestival.com](http://www.middletownheritagefestival.com)

*Like and follow us on facebook, Twitter, and Instagram:*

[www.facebook.com/MiddletownHeritageFestival](https://www.facebook.com/MiddletownHeritageFestival)

[www.twitter.com/MtownHeritage](https://www.twitter.com/MtownHeritage)

[www.instagram.com/middletownheritagefestival](https://www.instagram.com/middletownheritagefestival)

### *Be a Part of a Middletown Tradition!*

Each year, as they have for nearly four decades, thousands of people attend the Middletown Heritage Festival to celebrate our valley's past, present, and future!

Our sponsors make the Heritage a beloved community event by helping to pay for entertainment, staging, advertising, re-enactors, parade prizes, and the many activities that take place throughout the day.

*"The Heritage Festival is Middletown's cornerstone event bringing together our community and visitors from near and far to celebrate the history and sense of community of our town. The Heritage Festival could not happen without the participation of our sponsors and the Town of Middletown appreciates your support!"*

**Burgess John Miller**

The chart on the next page describes the benefits of our sponsorship levels.

Please note that many benefits extend beyond the Festival, as our website and social media pages remain online all year. Additionally, our brochure, which is distributed at many area locations before the event, at the Festival, and at Town Hall afterward, is a 20+ page 4-color "keeper" containing information of lasting value.

**Simply fill out the Sponsorship Form and send it with your check to the address on the form.  
The deadline for sponsors to be included in the Festival brochure is *August 15, 2023.***

If you have any questions, please contact us at [heritagesponsors@gmail.com](mailto:heritagesponsors@gmail.com)!



## Promotional Benefits of Sponsoring the Middletown Heritage Festival

Benefit		Sponsor Level			
		Platinum (\$1000)	Gold (\$500)	Silver (\$250)	Bronze (\$100)
Event Promotion	Complimentary booth space at the Festival (one 10x10 space)	√	√		
	Sponsor is thanked in Live Announcements throughout the day	√	√		
Festival Brochure and Website	Sponsor page listing includes Sponsor Name & website URL (or phone) <i>(with hyperlink on Festival website)</i>	√	√	√	√
	Sponsor page listing includes text – <b>characters including spaces</b>	400	200	100	
	Sponsor page listing includes Sponsor Logo	√	√	√	
	Sponsor Logo is prominently displayed: Brochure – Back Cover & Table of Contents Website – In Sidebar on Each Page	√			
Social Media	Posts of appreciation on Festival social media	√	√	√	√
	Festival likes/follows of Sponsor's social media	√	√	√	√
Festival Publicity	Sponsor is identified in all Festival-purchased print advertising	Logo	Name		
	Sponsor is mentioned in all Festival-purchased radio advertising	√			
	Sponsor Logo is included on Festival event banners and posters	√			

**Please send in Sponsorship Form by August 15, 2023 to be included in brochure!**

*All or part of your Sponsorship may be tax deductible. Please check with your tax advisor.*



HERITAGE FESTIVAL

**Mail and Drop Off Address:**  
Middletown Heritage Festival, Attn: Sponsorships  
31 West Main Street, Middletown, MD 21769  
Email: [heritagesponsors@gmail.com](mailto:heritagesponsors@gmail.com)  
Please make checks payable to:  
Middletown Heritage Festival Committee

<b>2023 Middletown Heritage Festival Sponsorship Form</b>
<b>Contact Name:</b> _____
<b>Contact Address:</b> _____
<b>Contact Phone:</b> _____
<b>Contact Email:</b> _____
<b>Name of Sponsor (as you'd like it to appear on Festival materials):</b>
<b>Sponsor's Website URL (or phone number if preferred):</b>
<b>Sponsor's Social Media:</b> Please provide your facebook, Twitter, and/or Instagram links so that the Middletown Heritage Festival can link to, like, and follow you! Facebook: _____ Twitter: _____ Instagram: _____
<b>Sponsorship Level:</b> <input type="checkbox"/> Platinum (\$1000) <input type="checkbox"/> Gold (\$500) <input type="checkbox"/> Silver (\$250) <input type="checkbox"/> Bronze (\$100)
<b>VENDOR SPACE – Platinum and Gold Sponsors:</b> Do you want a complimentary vendor space? <input type="checkbox"/> Y <input type="checkbox"/> N <i>If yes, please complete a Vendor Application. See <a href="http://www.middletownheritagefestival.com/getting-involved">www.middletownheritagefestival.com/getting-involved</a> for forms.</i>
<b>LOGO – Platinum, Gold, and Silver Sponsors:</b> Please email your camera-ready logo to: <a href="mailto:heritagesponsors@gmail.com">heritagesponsors@gmail.com</a>
<b>TEXT - Platinum, Gold, and Silver Sponsors:</b> Please provide your text here or email your text with your logo. Characters including spaces: Platinum – 400; Gold – 200; Silver – 100. <i>(Measure= <b>Word</b>: Review&gt;Word Count; <b>Google Docs</b>: Tools&gt;Word Count; <b>Mac Pages</b>: View&gt;Show Word Count)</i>

*The Middletown Heritage Festival thanks you for your support!!*