



BECOME A SPONSOR!

Event Date: October 11-12, 2024

Helena is one of Alabama's "Communities of Excellence" and is consistently recognized as one of Alabama's safest cities and one of Alabama's best places to live. Helena's Buck Creek Festival, a 501(c)(3) non-profit organization, is a family-friendly annual event which raises funds for local charities and has returned almost \$305,000 to the community over the life of the festival. We look forward to showing you why Helena's Buck Creek Festival is consistently recognized by Shelby's Best of the Best as one of the best festivals in Shelby County. Please consider being a part of our continued success.

Email completed registration packets to:
JoAnna Harman – HelenasBuckCreekFestival@gmail.com

PAY SPONSOR FEES ONLINE: VENMO @HBCF-2
or make checks payable to Helena's Buck Creek Festival and mail to:
Helena's Buck Creek Festival · 735 2nd Street · Helena, AL 35080

***Sponsor application and payment must be received
no later than 5:00 p.m. on Friday, August 31, 2024.***

***Any application received after that date is not guaranteed company logo on
festival shirt, to receive festival shirts in sponsor bag, or have company
mentioned as a sponsor in print or broadcast media.***

HIGHLIGHTS

- Average attendance: 10,000-12,000 per year
- Helena's Buck Creek Festival is a 501(c)3 nonprofit which has returned almost \$305,000 to the community throughout the life of the festival.
- Helena's Buck Creek Festival is a 2-day event, held at Helena's Amphitheater Park.
- LIVE MUSIC: Each year, Helena's Buck Creek Festival presents an exciting lineup of local talent and regionally acclaimed musical acts which are both entertaining and family friendly. Professionally produced live performances are scheduled throughout the entire duration of the festival.
- DUCK RACE: One of our premiere attractions is the annual Duck Race. At 3pm on Saturday thousands of rubber ducks are released at the top of the dam and travel down the waterfall and into the waiting nets of our expert "duck wranglers". Prizes are awarded to the sponsors of the 1st, 2nd, and 3rd place ducks. Festival guests may sponsor individual ducks for \$5 each or a flock of 5 for \$25.
- CHILDREN'S ACTIVITY AREA: The children's activity area is located near the festival stage and provides a safe place for children to have fun while their parents enjoy live musical performances. Armbands allowing Saturday all-day access to the activity area's moonwalks, slides, obstacle courses, and carnival rides will be sold for \$10 per child.
- VENDORS: Helena's Buck Creek Festival grounds include a large area where vendors from all over the Southeast come to tempt guests with handmade items, retail products, and a wide variety of delectable cuisine.

SPONSORSHIP OPPORTUNITIES

Title Sponsor - \$10,000 minimum

- Exclusive Title sponsor.
- Festival logo and Sponsor designation may be used in the Sponsor's 2024 marketing and public relations programs.
- All banners and festival materials will say Presented By
- Your company's logo with hyperlink will be featured in a premiere position on the Helena's Buck Creek Festival website.
- Your company's sponsorship will be announced in all press releases, featured in print media, included in the festival program, marketing materials, back of HBCF 2024 T-Shirt, and announced multiple times from the stage during the festival.
- 30 passes for admission to the VIP Hospitality tent
- 20 Helena's Buck Creek Festival t-shirts
- Prominent exhibit booth space solely for your use. (Booth space cannot be given to someone else.) Rules/times for booth setup are found in vendor information.
- Partial In-Kind Sponsorship will be considered, but at least 50% of the sponsorship should be monetary.

Media Sponsor - \$8,000 minimum

- Exclusive sponsor for your media type (tv, radio, etc.)
- Festival logo and Media Sponsor designation may be used in the Sponsor's 2024 marketing and public relations programs.
- Your company's logo with hyperlink will be featured in a premiere position on the Helena's Buck Creek Festival website.
- Your company's sponsorship will be announced in all press releases, featured in print media, included in the festival program, marketing materials, back of HBCF 2024 T-Shirt, and announced multiple times from the stage during the festival.
- 25 passes for admission to the VIP Hospitality tent
- 20 Helena's Buck Creek Festival t-shirts
- Prominent exhibit booth space solely for your use. (Booth space cannot be given to someone else.) Rules/times for booth setup are found in vendor information.

Presenting Sponsor - \$5,000 minimum

- Festival logo and Sponsor designation may be used in the Sponsor's 2024 marketing and public relations programs.
- Your company's logo with hyperlink will be featured in a premiere position on the Helena's Buck Creek Festival website.
- Your company's sponsorship will be announced in all press releases, featured in print media, included in the festival program, marketing materials, back of HBCF 2024 T-Shirt, and announced multiple times from the stage during the festival.
- 20 passes for admission to the VIP Hospitality tent
- 15 Helena's Buck Creek Festival t-shirts

- Prominent exhibit booth space solely for your use. (Booth space cannot be given to someone else.) Rules/times for booth setup are found in vendor information.

Patron Sponsor - \$2,500 minimum

- Festival logo and Sponsor designation may be used in the Sponsor's 2024 marketing and public relations programs.
- Your company's logo with hyperlink will be featured in a premiere position on the Helena's Buck Creek Festival website.
- Your company's sponsorship will be announced in all press releases, featured in print media, included in the festival program, marketing materials, back of HBCF 2024 T-Shirt, and announced multiple times from the stage during the festival.
- 16 passes for admission to the VIP Hospitality tent.
- Prominent exhibit booth space solely for your use. (Booth space cannot be given to someone else.) Rules/times for booth setup are found in vendor information.

Official Sponsor - \$1,000 minimum

- Festival logo and Media Sponsor designation may be used in the Sponsor's 2024 marketing and public relations programs.
- Your company's logo with hyperlink will be featured in a premiere position on the Helena's Buck Creek Festival website.
- Your company's sponsorship will be announced in all press releases, featured in print media, included in the festival program, marketing materials, back of HBCF 2024 T-Shirt and announced multiple times from the stage during the festival.
- 12 passes for admission to the VIP Hospitality tent
- 10 Helena's Buck Creek Festival t-shirts
- Prominent exhibit booth space solely for your use. (Booth space cannot be given to someone else.) Rules/times for booth setup are found in vendor information.

Activity Sponsor - \$500 minimum

- Festival logo and Media Sponsor designation may be used in the Sponsor's 2024 marketing and public relations programs.
- Your company's logo will be featured on the sponsor page of the Helena's Buck Creek Festival website.
- Your company's sponsorship will be featured in print media, included in the festival program, and listed at the activity section of the park.
- 6 passes for admission to the VIP Hospitality tent
- 4 Helena's Buck Creek Festival t-shirts
- Prominent exhibit booth space solely for your use. (Booth space cannot be given to someone else.) Rules/times for booth setup are found in vendor information.

Contributing Sponsor - \$250 minimum

- Contributing Sponsor's name will be listed on the sponsor page of the Helena's Buck Creek Festival website, and featured in print media.
- 2 Helena's Buck Creek Festival t-shirts



SPONSOR FORM

Contact Person:

Business Name:

Business Street Address:

City:

State:

ZIP:

Best phone number to reach you:

Email Address:

SPONSORSHIP LEVEL:

TITLE

MEDIA

PRESENTING

PATRON

OFFICIAL

ACTIVITY

CONTRIBUTING

Will you use your vendor space? YES NO

Donate space to non-profit of HBCF's choosing? YES NO

Will you need a tent? YES NO

T shirt sizes: ___S ___M ___L ___XL ___2X ___3X

(Please indicate the number of tshirts needed per size)

PAY SPONSOR FEES ONLINE: VENMO @HBCF-2

Or make checks payable to Helena's Buck Creek Festival and mail to:

Helena's Buck Creek Festival, 735 2nd Street, Helena, AL 35080

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