



Sponsorship Opportunities: Topeka EasterFest – Mar. 30, 2024

EasterFest 2024 will take place from 10am-3pm on Mar. 30, with a parade on N. Kansas Avenue and a Family Fun Fair at Great Overland Station. The event will feature a Big Egg Hunt, Vendor Fair, Health Fair, Live Music, Food Trucks, and kids' activities! 2-3000+ attendees! Proceeds will benefit local non-profits.



Event 'Title Sponsor' - \$3000 (EasterFest – sponsored by C5Alive and _____)

- Includes prominent display of logo and business/organization name on event signage, flyers, posters, banners and all advertising, news releases, media publicity, and Social Media promotions.
- Name, Logo & coupon or ad included on promotional hand-outs at the event.
- Listed as *Presenting Sponsor* with Logo and link to company website on social media pages, websites, emails
- Opportunity to display company/organization banners at the Fun Fair entrance or other prominent location
- Includes one or more parade entries and vendor booth spaces in prime locations of choice.
- Recognition in press releases, at intermissions during entertainment, & social media.
- Company logo on T-shirts, tote bags or other possible items. Other perks as desired.

Event 'Major Sponsor' - \$1000, \$1500, \$2000 or \$2500

- Includes many items above, but less prominence, plus other choices desired.
- All sponsorships tailored to fit each individual sponsor.

Event 'Section Sponsor' - \$500; Section 'Title Sponsor' - \$1000

- Business name included on all banners, flyers, posters, hand-outs, TV, Radio, Print, etc.
- Listed as a *Section Sponsor* or *Section Title Sponsor* on websites and media.
- Includes free parade entries & large booth space, prime location of choice.
- Recognition at intermissions of entertainment, and through various social media.
- Special signage/banner to sponsor one of these event sections:

- **Food Court** (outdoor concrete area – next to food trucks and music listening area)
- **Entertainment Stage** (in central concrete area outside)
- **Vendor Market** (in the East Hall inside the Station)
- **Health Fair** (main hall inside the Station)
- **Parade** (on Kansas Avenue)



- Microphone time to help facilitate the event, make announcements & to hand out gifts/prizes/etc.
- Other benefits tailored to each individual sponsor; \$1000 level gets additional benefits.

'Participating Sponsor' - \$300

- Business/Organization name included prominently on flyers and posters, social media and on websites.
- Listed as a *Participating Sponsor* on the websites & posts announcing and promoting the event.
- Includes free parade entries & large booth space, prime location.

'Contributing Sponsor' - \$200

- Business/Organization name included on some posters, marketing materials, social media and on websites.
- Listed as a *Contributing Sponsor* on the websites & posts announcing and promoting the event.
- Includes free parade entry & a booth space if desired.

'Supporting Sponsor' - \$100

- Business/Organization name included on some marketing materials & websites; free parade entry included.
- Listed as a *Supporting Sponsor* on the websites announcing and promoting the event.



EasterFest 2024 Sponsorship Agreement/Invoice

Amount: \$3000 \$2500 \$2000 \$1500 \$1000 \$500 Other amount \$ _____

In-Kind List items or services to be donated: _____

If \$1000 - \$3000 Level Sponsor, What additional sponsor benefits specific to your organization would you like:
(for example: other ways to participate in the event; advertisements or articles in media, etc.) _____

If **Section Sponsor**, pick one: **Health Fair** **Entertainment Stage** **Food Court** **Vendor Market** **Parade**

Business/Organization Name as you wish it to appear: _____

Contact Person: _____ Phone: _____

Address _____ City _____ St _____ Zip _____

Authorized Signature: _____ E-mail _____

Other info: _____

Booth description (if any): _____

Electricity needed? _____

Parade entry description (if any): _____

Information that you would like included in your recognition as a sponsor: _____

E-mail digital logo to info@c5alive.org, **subject line:** "logo for EasterFest" or enclose hard copy with check.

Enclose sponsorship check payable to C5 and mail to:
C5 EasterFest Sponsorship, PO Box 5724, Topeka, KS 66605

Or, email form or photo of it to info@C5alive.org. You may also use this email address to pay via PayPal.

To pay by Credit Card, call Lee at 785-640-6399.

Please respond by **February 28, 2024.** (later entries accepted but may receive fewer benefits).

- *Questions? Call Lee at 785-640-6399 or email info@C5alive.org.*

Please keep a copy of this agreement for your records.