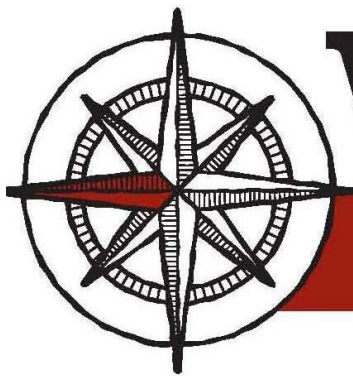


**SPONSORSHIP OPPORTUNITIES FOR THE 2011
FESTIVAL WEST SIDE WIENER DOG RACES AND
OLD FASHIONED ICE CREAM SOCIAL**

www.charlestonwestsidewienerrace.com

**June 18th and 19th, 2010
Stonewall Jackson Middle School Lawn**





West Side main street

A program of West Virginia State University Extension Service





Charleston West Side Main Street
303 Washington St. W.
Charleston, WV 25302

The West Side Main Street Program, (as designated by the National Trust Main Street Program) in the City of Charleston, WV and FestivAll Charleston 2011 will hold the **5th Annual FestivAll Charleston West Side Wiener Dog Races** on June 18, 2011 on the lawn at Stonewall Jackson Middle School. The wiener dog races are part of the 10 day FestivAll Art celebration www.festivall.com sponsored by the City of Charleston with events occurring all over the city. Three years ago the first wiener dog race had 65 entries and close to 500 spectators. Now entries have risen to 100 with about 1500 spectators. We received excellent media coverage and expect an even bigger race event this year. You can visit our website at <http://www.charlestonwestsidewienerace.com>. The FestivAll Celebration brings thousands of visitors into the city each year.

This is a special invitation to invite you to be a part of this opportunity to form a beneficial marketing relationship with an event that has become one of the largest single events in Charleston during FestivAll on an annual basis. The Wiener Dog Races provide you with an event where potential customers will hear about your business sponsorship and as a result bring new customers into your business

If you have questions about your sponsorship please call me at 304-541-5533. I have attached a sponsorship flyer and agreement for your information. Please return the agreement to the address indicated along with your sponsorship fee as soon as possible. Don't miss this opportunity to showcase your business during this great FestivAll event and thank you once again.

Sincerely,
Libby Ballard
Libby Ballard
City of Charleston
Wiener Dog Race Chairperson
Charleston West Side Main Street
libby.ballard@cityofcharleston.org



FestivAll 2011 and West Side Main Street Present

The 5th Annual West Side Wiener Dog Races

June 18, 2011 at Stonewall Middle School

Sponsorship Opportunities

Your important sponsorship helps us support the Kanawha Charleston Animal Shelter and Business and Economic Development on Charleston's West Side.

\$3,000 Gold Wiener Main Event (One Available)

Company name and Logo on event Main Stage banner and prominently announced in FestivAll and West Side Main Street websites, newsletters, and newspaper advertising being distributed to all Charleston Newspaper subscribers and to thousands on the FestivAll and West Side Main Street websites, in FestivAll schedules and personal appearance of a sponsor representative at the races. Coupons distributed in gift bags.

\$1500 Silver Wiener T-Shirt Sponsor (One available)

Company name and logo displayed on all event Collectible T-Shirts given away and sold. Recognition before and during the event by announcements of your sponsorship, special article in Charleston Newspapers West Side Guide and Metro Issues, promotion of your business and personal appearance of a sponsor representative at the races. Coupons distributed in gift bags.

\$1000 Bronze Wiener Race Lane Sponsorships - (Total of 6 Available) - Company name and logo displayed on one of the six race lanes and sponsorship prominently announced during the event, special article in West Side Guide and in post race FestivAll publicity. Coupons distributed in gift bags.

\$500 Wiener Sponsorships

Company name promoted during the event, in the West Side Guide, and in post race FestivAll publicity. Coupons distributed in gift bags.

\$200 Sponsorship - Free Product Coupons

We will distribute free coupons in registration gift bags and attendees for a product at your business that will bring new customers to your store. You tell us what you want your coupon to be and we will make the coupons for you or you can send us your own copy.

West Side Main Street is a 501c(3) organization recognized by the IRS. Sponsors will receive tax information from West Side Main Street recognizing their contributions as tax deductible.

Contact Race Director – Libby Ballard at 304-541-5533. libby.ballard@cityofcharleston.org and visit the event website at <http://www.charlestonwestsidewienerrace.com>

BANDANA SPONSORSHIP – See your logo on all the racing wieners! - \$500

T-Shirt Sponsorship

The T-Shirt Sponsorship can be split with another organization. Your logo will appear prominently on the back of the T-shirt. These shirts have become collector items during FestivAll and keep your name in public view each and every time they are worn.

Sample





Sponsorship Agreement

This agreement is entered into between Charleston West Side Main Street ("WSMS" herein after), located 303 Washington Street, West, and the party signed below. The terms and conditions for this contract are as follows:

1. That the party signed below will upon payment of the fee for sponsorship of The FestivAll West Side Wiener Dog Races, be listed as an event sponsor and indicated at the level checked:

- \$3,000 Gold Wiener Main Event Sponsor**
- \$1,500 Silver Wiener T-Shirt Sponsor**
- \$1,000 Bronze Wiener Race Lane Sponsorships**
- \$500 Wiener Sponsorship**
- \$200 Coupon Sponsorship Sponsorships**
- Other (Specify)**

2. WSMS will provide the following:

Liability insurance to cover the event

Tables, tents, or other equipment as needed to provide space for the event sponsor as outlined:

Promotion of the event to the public as specified for sponsorship level.

3. The sponsor's company logo will be prominently displayed during all promotion of the event and on signage associated with the event. Logo to be provided by sponsor.
4. That all changes to the sponsorship agreement are to be made at least 60 days prior to the event date and in writing to WSMS and sponsor.
5. Upon receipt, sponsor will sign the agreement return original to WSMS a copy.
6. That this instrument is both legal and binding upon both parties, their successors and assigns.

Sponsoring Organization _____ DATE _____

Signature of Authorized Sponsor: _____

Please return signed agreement along with sponsorship check to West Side Main Street at the address below.

