



June 2 – June 5, 2022

What is the Strawberry Festival?

The Strawberry Festival is an exciting annual four-day festival that benefits the greater Coatesville community. After starting 48 years ago, it has grown into a much-anticipated family-friendly event with something for everyone! The event is free to attend and each activity is pay as you go and is held on the beautiful grounds of Brandywine Hospital – Tower Health in Coatesville, PA.

The Strawberry Festival features non-stop excitement for kids of all ages, with rides along the Majestic Midway and on-going entertainment on the main stage. Throughout the festival grounds, there will be magicians, jugglers and other strolling entertainers, while costumed characters greet families and provide great photo opportunities. Of special interest (in addition to the food, the craft vendors, and more) is the Fireworks Extravaganza set for Friday night, capping off an evening of incredible live bands rocking the main stage. (Fireworks rain date: Saturday night).

Why Should Your Company Become a Sponsor?

- Exposure to an audience of 28,000+ visitors
- Unique event that receives excellent media coverage - visibility throughout Chester County and beyond using various marketing tools and outlets
- Opportunity to connect and interact with large corporations, small businesses, non-profits, key community members and public officials

Coatesville Rotary and 2022 Beneficiaries

- Since 1924, the Rotary Club of Coatesville's focus has been service to the local community. The Strawberry Festival is yet another way for the Rotary Club to continue this mission.
- In keeping with this tradition of support for local organizations, recipients of the proceeds from the Festival will benefit the Coatesville Youth Initiative, Chester County Food Bank and other outstanding community organizations through the Rotary Club of Coatesville Foundation.

Sponsorship Opportunities

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. Please see enclosed information for details.

Contact for Sponsorship Questions:

Karol Collins, Festival Coordinator

610-888-3611

rotarystrawberryfestival@gmail.com

Prime Event Sponsorship Opportunities

All Prime Sponsorship levels include:

- Reserved tent space for company promotion at the four-day festival
- Company logo/name recognition on Strawberry Festival website with link to company website
- Sponsor recognition during general announcements at the four-day festival
- Personalized sponsorship acknowledgement suitable for display at your company
- Recognition on full page ad in Western Chester County Life Magazine – (*circulation 15,000 hard copies, 10,000 digital*) and all press releases
- Recognition via Social Media
- Access passes to VIP area all four days

Presenting Sponsor (1) - \$15,000 - all Prime Sponsor benefits plus:

- One full page ad in Strawberry Festival event guide
- Large Banner and signage at Festival entrance
- Listing on all Festival t-shirts

COMMITTED

Strawberry Festival Midway Sponsor (2) - \$12,000

- One full page ad in Strawberry Festival event guide
- Large Banner and signage at Festival entrance
- Listing on all Festival t-shirts

COMMITTED

Fireworks Sponsor (1) - \$7,500 – all Prime Sponsor benefits plus:

- One half page ad in Strawberry Festival event guide
- Special recognition on “Fireworks page” in festival guide and fireworks page on website
- Recognition on signage at Festival entrance

COMMITTED

VIP Area Sponsor (1) - \$6,000 - all Prime Sponsor benefits plus:

- One half page ad in Strawberry Festival event guide
- Recognition on signage at entrance to VIP event area
- Logo/listing on VIP beverage cups

Strawberry Stage Sponsor (1) - \$5,000 – all Prime Sponsor benefits plus:

- Company provided banner on Strawberry Stage
- Opportunity to provide a giveaway in entertainment area
- One half page ad in Strawberry Festival event guide

COMMITTED

Entertainment/Performing Arts Sponsor (1) - \$4,000 – all Prime Sponsor benefits plus:

- Signage provided in the Entertainment/Performing Arts area
- Opportunity to provide a giveaway in Entertainment/Performing Arts area
- One quarter page ad in Strawberry Festival event guide

Strawberry Shortcake Sponsor (1) - \$3,000 – all Prime Sponsor benefits plus:

- Company provided banner hung in Strawberry Shortcake booths
- Company logo/name printed on napkins in shortcake booths
- Opportunity to provide a giveaway in shortcake booths
- One quarter page ad in Strawberry Festival event guide

COMMITTED

Children’s Sand Art Sponsor (2) - \$2,000– all Prime Sponsor benefits plus:

- Company provided banner displayed in Sand Art tent (*popular children’s activity*)
- Company name/logo printed on goodie bags
- Opportunity to provide a giveaway in sand art area

Craft & Vendor Fair Sponsors (5) - \$1,000– all Prime Sponsor benefits plus:

- Opportunity to provide display with promotional materials at event

COMMITTED

Additional Event Sponsorship Opportunities

Rotary Club Sponsor (unlimited) - \$500

- Recognition on full page ad in Western Chester County Life Magazine – (*circulation 15,000 hard copies, 10,000 digital*)
- Access passes (2) to VIP area all four days
- Company logo/name recognition on Strawberry Festival website with company link

Festival Friend (unlimited) - \$250

- Recognition on full page ad in Western Chester County Life Magazine – (*circulation 15,000 hard copies, 10,000 digital*)
- Access passes (1) to VIP area all four days
- Company logo/name recognition on Strawberry Festival website with company link

**We thank you in advance for your support of
the Festival and the
Greater Coatesville Community!**





2022 Rotary Club of Coatesville Strawberry Festival

Benefiting the Rotary Club of Coatesville Foundation

Sponsor Reply Form



YES! My company would like to sponsor the 2022 Strawberry Festival!

Company Name: _____ Website: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

(Please make additions and corrections as necessary)

Name as you would like it to appear in ALL promotional materials:

We wish to support and participate in the Strawberry Festival in the following manner (please check one):

Prime Event Sponsor:

- Presenting Sponsor (\$15,000) *Committed*
- Midway Sponsor (2) (\$12,000) *Committed*
- Fireworks Sponsor (\$7,500) *Committed*
- VIP Area Sponsor (\$6,000)
- Strawberry Stage Sponsor (\$5,000) *Committed*
- Entertainment/Performing Arts Sponsor (\$4,000)
- Strawberry Shortcake Sponsor (\$3,000) *Committed*
- Children’s Sand Art Sponsor (2) (\$2,000)
- Craft & Vendor Fair Sponsor (5) (\$1,000) *Committed*

Check here to reserve a tent space for company promotion (Prime Event Sponsors only)

Additional Event Sponsor Opportunities:

- Rotary Club Sponsor (unlimited) (\$500)
- Festival Friend (unlimited) (\$250)
- I am pleased to make a general donation
In the amount of \$ _____

SUBMIT A SPONSOR FORM:

By Email: Complete the above form and email it to rotarystrawberryfestival@gmail.com .

By Mail: Print the above completed application and mail to: Rotary Club of Coatesville, 279 Hurley Road, Coatesville, PA 19320.

PAYMENT OPTIONS:

Credit Card: Scan the QR code below or click this link: [PayPal Donation](#). Complete credit card information and submit your payment.

Check/Money Order: Make check/money order payable to Rotary Club of Coatesville Foundation. Send your check to Rotary Club of Coatesville, 279 Hurley Road, Coatesville, PA 19320



Questions? Please contact Karol Collins, Strawberry Festival Coordinator
@ 610-888-3611 or e-mail: rotarystrawberryfestival@gmail.com

Kindly confirm your support by April 30 for inclusion in the festival event guide

Thank you for supporting the Coatesville community!



Rotary Club of Coatesville
2022 Strawberry Festival
June 2 - June 5, 2022

*How can you help transform the greater Coatesville area into a healthier and more vibrant community?
...The Rotary Club of Coatesville Strawberry Festival!*

The 48th Annual Strawberry Festival is just around the corner; and we guarantee it will be another spectacular event to benefit the greater Coatesville community! This promises to be a very special event after a two-year hiatus due to COVID- 19.

As a respected member of our community, we invite you to join our impressive list of sponsors supporting the 2022 Rotary Club of Coatesville Strawberry Festival. This event is one of the most highly anticipated events in Chester County that brings together large corporations, small businesses, non-profits, community leaders, and countless individuals for a weekend of non-stop fun and excitement to benefit our community.

Presented by Citadel Federal Credit Union, this event is a huge undertaking and worth all the effort and volunteer hours. During previous years, with the help of our sponsors, the festival was able to raise close to \$100,000 in net proceeds to fund programs focusing on improving the lives of children, youth, and families in the Coatesville area, but **we need your help this year to do more.**

We greatly appreciate the significant grant that the Thorndale Fire Company receives each year from the Strawberry Festival, which helps supplement our annual equipment fund. We are pleased to be part of the festival, helping with parking cars and traffic control, and are extremely grateful to the many sponsors and visitors that are contributing to the health and safety of our community. ~ Thorndale Volunteer Fire Company

Please take a moment to review the enclosed sponsorship opportunities and choose the one that best fits your philanthropic goals. Confirm your sponsorship today and join the 200-plus other like-minded businesses and individuals making a difference in our community. Simply make your gift online at www.paypal.me/RotaryCoatesville or complete the attached form. April 30, 2022, is the deadline for your sponsorship to be listed in the event guide. For questions, please contact Karol Collins, Event Coordinator at **610-888-3611.**

With anticipation of your generous support,

Bob Sparr

President, Rotary Club of Coatesville

Karol Collins

Festival Coordinator

Michael Givler & Greg Krajewski

Festival Co-Chairs