



Rotary Club of Coatesville
2023 Strawberry Festival
July 26 – July 29, 2023

January 11, 2023

Dear Potential Sponsor,

After a much anticipated and very successful Strawberry Festival this past year, we want to reach out and say thank you for your past support as a sponsor. In addition, we want you to be first to know after input from many community organizations, and because of a major conflict with events at the Coatesville High School Campus that usually occur on the same weekend, the decision was made to move the 2023 Strawberry Festival to Wednesday, July 26th through Saturday, July 29th.

As a respected member of our community, we invite you to again join our impressive list of sponsors supporting the 2023 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.

This year's presenting sponsor will once again be Citadel Federal Credit Union. The event is a huge undertaking and worth all the effort and volunteer hours. Last year, with the help of our sponsors, the festival was able to raise nearly \$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.** Enclosed is a list of grant recipients.

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. May 31, 2023, 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 or Greg Krajewski, Co-Chair, at 484-364-1071

With anticipation of your generous support,

Alissa Griffith
President, Rotary Club of Coatesville

Karol Collins
Festival Coordinator

Michael Givler & Greg Krajewski
Festival Co-Chairs

The Rotary Club of Coatesville Foundation is recognized by the IRS as a 501(c)3 public charity - EIN 84-30062019.



2023 Rotary Club of Coatesville Strawberry Festival

Benefiting the Rotary Club of Coatesville Foundation

Sponsor Reply Form

YES! My company would like to sponsor the 2023 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)
- Midway Sponsor (2) (\$12,000)
- Fireworks Sponsor (\$7,500)
- Festival Info at the Gazebo Sponsor (\$6,000)
- Strawberry Stage Sponsor (2) (\$5,000)
- Entertainment/Performing Arts Sponsor (\$4,000)
- Strawberry Shortcake Sponsor (2) (\$3,000)
- Children’s Sand Art Sponsor (2) (\$2,000)
- Craft & Vendor Fair Sponsor (\$1,000)

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 May 31 for inclusion in the festival event guide
Thank you for supporting the Coatesville community!



July 26 – July 29, 2023

What is the Strawberry Festival?

The Strawberry Festival is an exciting annual four-day festival that benefits the greater Coatesville community. After starting 49 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 the former 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. 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 2023 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 on Social Media
- Festival Event Guide Ad

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

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

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

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

Festival Info at the Gazebo Sponsor (1) - \$6,000 - all Prime Sponsor benefits plus:

- One half page ad in Strawberry Festival event guide
- Recognition on signage at Festival entrance and at Gazebo Info Booth
- Logo/listing on All Festival Promotional Items

Strawberry Stage Sponsor (2) - \$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

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 - \$3,000 (2) – 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

Children’s Sand Art Sponsor - \$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 - \$1,000– all Prime Sponsor benefits plus:

- Opportunity to provide display with promotional materials at event

Additional Event Sponsorship Opportunities

Rotary Club Sponsor - \$500

- Recognition on full page ad in Western Chester County Life Magazine – (*circulation 15,000 hard copies, 10,000 digital*)
- 2 Complimentary Tee Shirts & other Promotional items.
- Company logo/name recognition on Strawberry Festival website with company link

Festival Friend - \$250

- Recognition on full page ad in Western Chester County Life Magazine – (*circulation 15,000 hard copies, 10,000 digital*)
- 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!**





Rotary Club of Coatesville Foundation

2022-2023 Grant Distribution

The following organizations received grants from the proceeds of the **2022 Rotary Club of Coatesville Strawberry Festival**.

Thorndale Volunteer Fire Company - \$20,000. In addition to providing volunteers to handle the parking for the Strawberry Festival in 2022, the Fire Company has responded to 478 incidents in 2022.

Chester County Food Bank - \$15,000. The Chester County Food Bank annually distributes over 3 million pounds of food to those in need in Chester County with a significant amount distributed in the Coatesville area.

Coatesville Youth Initiative - \$15,000. The Coatesville Youth Initiative sets the standard for positive youth development, family engagement, substance abuse prevention, and community collaborations.

Rotary Club of Coatesville - \$13,000. The Rotary Club supports numerous activities directed toward students in the Coatesville School District including scholarships, dictionaries distributed to all 3rd grade students, youth development activities, and youth community engagement activities.

Coatesville Area Public Library - \$5,000. The Coatesville Area Public Library provides information, programming and technology to the residents of the Coatesville area that promote literacy, build community and enrich lives. Coatesville Area Public Library seeks to build an informed and engaged community by connecting people with information, ideas and each other.

Good Works, Inc. - \$5,000. Good Works provides services to families living in substandard housing by working with them to make their homes warmer, safer and drier. The repairs they provide include roof repair, plumbing installation and repair, electrical rewiring and code compliance, heating installation and upgrades, insulation and drywall work, window and floor repair.

Handi-Crafters, Inc. - \$5,000. Handi-Crafters provides outsourcing solutions that empower individuals with employment barriers by helping their participants enhance their skills to participate in their community. Handi-Crafters programs open up a world of opportunity for businesses, participants, and the community.

Community, Youth & Women's Alliance - \$3,000. The mission of the Community, Youth and Women's Alliance, Inc. (CYWA) is to improve the spiritual, mental, social and physical condition of Men, Women and Children within the Coatesville community by providing full family services with a special emphasis on serving Pregnant Women and Children. Our goal is to build strong, resilient families and promote healthy lifestyles.

Brandywine Valley Active Aging - \$2,500. The mission of Brandywine Active Aging is to enrich the lives of aging adults living within the Coatesville community by providing services that enhance the dignity and quality of their lives.

W. C. Atkinson Resource Center - \$2,500. The W. C. Atkinson Resource Center's purpose is to enhance neighborhood revitalization by providing community resources, referrals and housing for low income families, and shelter homeless men in the greater Coatesville area.

Revival Productions, Inc. - \$2,500. The purpose of Revival Productions is to provide the Coatesville, area with excellent, professional, and affordable live entertainment and arts education for all ages.

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David's Drive 832, Inc. - \$2,500. David's Drive is devoted to improving the lives of homeless and hospitalized veterans. They also help people in the community who are in need of support to get through life's tough challenges.

Chester County Connect Care - \$2,000. Chester County Connect Care is a Pregnancy Care Medical Center that exists to educate and empower individuals and their families to make life-affirming choices.

Chester County Association for the Blind and Visually Impaired - \$2,000. The mission of the Chester County Association for the Blind and Visually Impaired is to prevent blindness and vision impairment where possible through public education and improve the quality of life for those experiencing blindness or vision loss through direct service or referral.

Arts Holding Hands and Hearts - \$1,500. Arts Holding Hands and Hearts mission is to empower youth, strengthening families, and mobilizing communities through literacy, mindfulness, and expressive arts for social and racial equity and justice.

Women's League for Minority Education - \$1,000. The Women's League for Minority Education's mission is to strengthen historically black colleges or universities and to provide scholarships to deserving students.

Total Grant Awards - \$97,500