



Become a Sponsor

Become a part of the Strawberry Festival. Choose one of our sponsorship levels:

\$5,000 Shortcake sponsor

- All benefits below, plus:
- Prominent sponsorship booth space
- 15 Strawberry Festival Tickets

\$2,500 Strawberries & Cream Sponsor

- All Benefits below, plus:
- 10 Strawberry Festival Tickets

\$1,500 SPECIAL "Strawberry Stimulus" Sponsor

- Your name and/or logo in our Roanoke Times ad
- 15,000 impressions with an ad on roanoke.com
- Inclusion in TV advertisements
- 10 x 10' booth space in Elmwood Park
- Promotional banner in Elmwood Park
- Link on the Strawberry Festival web site
- 8 Strawberry Festival Tickets

\$1,000 Chocolate-Dipped Strawberry Sponsor

- All benefits below, plus:
- Inclusion in TV advertisements
- 5 Strawberry Festival Tickets

\$500 Strawberry Sundae Sponsor

- Your name and/or logo in our Roanoke Times ad
- 15,000 impressions with an ad on roanoke.com
- Name on Strawberry Festival sponsorship banner
- Link on the Strawberry Festival web site
- 2 Strawberry Festival Tickets

\$250 Strawberry Slushee Sponsor

- Your name and/or logo in our Roanoke Times ad



Reach your audience

When you become a sponsor of Community School's Strawberry Festival, your company will be promoted to influential audiences across southwestern Virginia. With the help of our media sponsors, we'll reach out and draw in the audience you're looking to attract.

Radio

- Sunny FM will reach adult women 35+ in Roanoke, Botetourt, Bedford, Lynchburg, Campbell, Amherst and Appomattox.
- WROV will reach male adults 18-49 with active lifestyles living in areas from Greenbrier and Bath Counties to North Carolina and the New River Valley to Lynchburg.
- Jammin' JJS targets female adults 18-34, covering simulacast areas around Roanoke and Lynchburg.

Print

- We will run an ad recognizing our sponsors in the Roanoke Times the week prior to the Festival. On the same day, the ad will run have an online component of 15,000 impressions on roanoke.com, with click thru to Community School and your *web link.

*(*For sponsors at the \$500 level and greater)*

Television

- With strong ties to our community, the local NBC affiliate WSLs Channel 10 will reach a mass audience in and around the Roanoke Valley.
- Through Comcast we will expand our message to 22,375 households in suburban Roanoke out to Natural Bridge and Lexington with ads for the Strawberry Festival running on stations that will target women, families and children.





About the Festival

Community School's Strawberry Festival is one of Roanoke's most popular and well-known annual festivals. Each year rain or shine, the Festival is held the first weekend in May in downtown Roanoke's Elmwood Park.

Now in its 30th year, the Festival will run 10:00 a.m. to 5:00 p.m. on Friday, April 30 and 10:00 a.m. to 4:00 p.m. Saturday, May 1.

These two fun-filled days offer a scrumptious line-up of berry-filled treats, live musical entertainment, children's games and activities and arts and crafts vendors.

The berry sweetest part of the Strawberry Festival is that all proceeds from the event go to Community School, providing tuition assistance to nearly 40 percent of its students.



Who Participates?

The Strawberry Festival and the annual Virginia State Chili Cook-Off, held the same weekend, draw as many as 50,000 people to downtown Roanoke.

The Strawberry Festival is a family-oriented event and a big attraction for kids of all ages.

People come from as far away as Pennsylvania to indulge in our ripe, red berries.

The berry treats are spread far and wide with special delivery pre-sales to businesses throughout Roanoke.



How you can help

We invite your business to be a part of the excitement surrounding this beloved annual tradition. Become a Strawberry Festival supporter and join the many others who help to make this popular festival possible.

In 2009, more than sixty local businesses and individuals supported Community School's Strawberry Festival with cash donations, in-kind gifts and services.

Your tax-deductible donation will go a long way to help ensure the sweet success of our event for another year.

To become a Strawberry Festival supporter, simply complete the attached information form and return it with your contribution to Community School.

Your tax-deductible donation ensures that this Roanoke tradition will continue for another year!



About Community School

Community School is a non-profit independent educational institution serving children from pre-school through middle school.

For 38 years, Community School has provided research-based experiential education. Our success lies in our emphasis on our students' involvement in their own learning. We encourage our students to be active participants in learning and our studies emphasize hands-on exploration.

Sponsor Information

Company _____

Contact _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Support Level (please check one)

- Shortcake Sponsor (\$5,000 & up)
- Strawberry & Cream Sponsor (\$2,500)
- "Stimulus" Sponsor (\$1,500)
- Chocolate Dipped Sponsor (\$1,000)
- Sundae Sponsor (\$500)
- Slushee Sponsor (\$250)

Please make checks payable to Community School, then **submit this information sheet and your contribution by April 12 to:**

Community School
7815 Williamson Rd • Roanoke, VA 24019
(540) 563-5036