

# VIRGINIA TURFGRASS FUN ON THE FAIRWAY KINGSMILL RESORT



# SPONSORSHIP OPPORTUNITIES

## OCTOBER 29, 2022

### PREMIER SPONSOR \$3,000

- PROMINENT LOGO ON ALL EVENT SIGNAGE, WEBSITE, BEER FEST, RUN THE FAIRWAY, KIDS ZONE, LANDSCAPE EXPO & LIVE MUSIC.
- PROMINENT DISPLAY OF LOGO ON ALL EVENT MATERIALS & SHIRTS
- SPECIAL SPONSORSHIP DISPLAY ON ONE OF FIVE ROUTE TUNNELS
- SPONSOR PROVIDED BANNERS AT FAIRWAY FESTIVAL ENTRANCE.
- OPPORTUNITY TO HAVE TABLE AT EVENT & SPEAK PRIOR TO RACE.
- COMPANY PROMO MATERIALS IN RUNNER BAGS & AT BEER FEST.
- 10 COMPLIMENTARY VIP BEER FEST AND RACE ENTRIES.

### POWER SPONSOR \$2,000

- SECOND TIER LOGO ON ALL EVENT SPONSOR SIGNAGE AND SHIRTS.
- SPONSOR PROVIDED BANNERS PLACED AT STARTING LINE.
- COMPANY SIGN WITH LOGO DISPLAYED ON FAIRWAY RACE ROUTE & AT BEER FEST.
- OPPORTUNITY TO HAVE TABLE AT EVENT.
- COMPANY PROMOTIONAL MATERIALS IN RUNNER BAGS & AT BEER FEST.
- 6 VIP BEER FEST & RACE ENTRIES INCLUDED.

### QUALITY SPONSOR \$1,500

- THIRD TIER LOGO ON ALL EVENT SPONSOR SIGNAGE AND RACE SHIRTS.
- LOGO PLACED AT REGISTRATION AREA ON SPONSOR RECOGNITION BOARD.
- COMPANY SIGN WITH LOGO DISPLAYED ON FAIRWAY RACE ROUTE & AT BEER FEST.
- COMPANY PROMOTIONAL MATERIALS PLACED INTO RUNNER BAGS.
- 5 BEER FEST & RACE ENTRIES INCLUDED.

### FESTIVAL SPONSOR \$500

- FOURTH TIER LOGO ON ALL EVENT SPONSOR SIGNAGE AND RACE SHIRTS.
- LOGO PLACED AT REGISTRATION AREA ON SPONSOR RECOGNITION BOARD.
- COMPANY SIGN WITH LOGO DISPLAYED ON FAIRWAY RACE ROUTE & AT BEER FEST.
- COMPANY PROMOTIONAL MATERIALS IN RUNNER BAGS & BEER FEST TABLES.
- 2 BEER FEST & RACE ENTRY INCLUDED.

### LUSH SPONSOR \$250

- FIFTH TIER NAME ON EVENT SPONSOR SIGNAGE AND RACE SHIRTS.
- LOGO PLACED AT REGISTRATION AREA ON SPONSOR RECOGNITION BOARD.
- COMPANY SIGN WITH LOGO DISPLAYED ON FAIRWAY RACE ROUTE & AT BEER FEST.
- COMPANY PROMOTIONAL MATERIALS PLACED IN RUNNER BAGS & AT BEER FEST.

### FAIRWAY SPONSOR \$100

- COMPANY SIGN WITH LOGO DISPLAYED ON FAIRWAY RACE ROUTE & AT BEER FEST.
- COMPANY NAME LISTED AT REGISTRATION AREA ON SPONSOR RECOGNITION BOARD.
- COMPANY PROMOTIONAL MATERIALS PLACED IN RUNNER BAGS & AT BEER FEST.

### WHY TURFGRASS?

Healthy turfgrass makes a measurable and a meaningful difference in our daily lives. Healthy grass releases oxygen, cools the air, prevents erosion and helps control pollution by filtering both air and water. This living carpet creates more aesthetically pleasing lawns, improves living conditions, increases property values, serves as a basis for recreation by way of golf courses and sports fields, and is a major economic driver. We work exclusively with the Virginia Tech Turfgrass Science Team, supporting natural grass research throughout the Commonwealth and beyond.

[www.vaturfgrass.org](http://www.vaturfgrass.org)

# 2022 SPONSORSHIP RESERVATION FORM



Virginia Turfgrass  
FOUNDATION

COMPANY NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

OFFICE PHONE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ CELL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## SPONSORSHIP LEVELS: RUN THE FAIRWAY SPRING FEST

PREMIER(\$3000)

POWER (\$2000)

QUALITY (\$1500)

FESTIVAL (\$500)

LUSH (\$250)

FAIRWAY (\$100)

## PAYMENT:

CHECK - FULL AMOUNT \$ \_\_\_\_\_

CHECK - 50% DEPOSIT\* \$ \_\_\_\_\_

\*WILL BE INVOICED FOR BALANCE DUE OCTOBER 20, 2022

CREDIT CARD - FULL AMOUNT \$ \_\_\_\_\_

CREDIT CARD - 50% DEPOSIT\* \$ \_\_\_\_\_

\*BALANCE WILL BE CHARGED OCTOBER 20, 2022

Credit Card Type:  MasterCard  Visa  AMEX

Amount to be Charged:

Card #

Exp. Date

CVC:

Name on Card

Cardholder Signature (Required)

**MAKE CHECKS PAYABLE TO: THE VIRGINIA TURFGRASS FOUNDATION**

**PO BOX 2062, WILLIAMSBURG, VA 23187**

**EMAIL: [ASK@VATURFGRASS.ORG](mailto:ASK@VATURFGRASS.ORG)**

**OFFICE: 757-585-3058**

**ONLINE CREDIT CARD PAYMENTS: [WWW.VATURFGRASS.ORG/EVENTS](http://WWW.VATURFGRASS.ORG/EVENTS)**

**COMPLETED FORM & INITIAL PAYMENT MUST BE RECEIVED BY OCTOBER 20, 2022**

**2022 FUN ON THE FAIRWAY FEST**  
**OCTOBER 29, 2022 • KINGSMILL RESORT RIVER GOLF COURSE**



**EXHIBIT/SPONSOR DISPLAY GUIDELINES**



**VENDOR & SPONSORS WILL BE LOCATED IN THE FESTIVAL DESIGNATED AREAS  
THROUGHOUT THE MAGNOLIA GREEN DRIVING RANGE.**

- **SETUP TIMES FOR FESTIVAL VENDORS & SPONSORS: FRIDAY, OCT 28TH AFTER 6PM OR SATURDAY, OCT 29TH 7AM-9AM.**
- AT THE DISCRETION OF THE VTF STAFF. TENTS ARE PERMITTED, BUT MAY NOT EXCEED 12'X12'. TENTS MUST BE SECURED BY WATER BARRELS OR STAKES.
- HANGING SIGNS ON THE OUTSIDE OF BUILDINGS OR ON PLANTS/TREES IS NOT PERMITTED.
- TABLES/CHAIRS CAN BE PROVIDED FOR OUTDOOR EXHIBITS FOR AN ADDITIONAL FEE.
- A TENT CAN BE PROVIDED FOR AN ADDITIONAL FEE.
- ELECTRIC ACCESS CAN BE PROVIDED FOR YOU (LIMITED AVAILABLE).
- STAFFING: STAFFING AT VENDOR AREA IS REQUIRED FROM 10:00AM TO 2:00PM.
- VENDOR & SPONSOR BADGE: EACH VENDOR RECEIVES TWO (2) BADGES. BADGES ENTITLE ACCESS TO THE "FUN ON THE FAIRWAY FESTIVAL"
- LITERATURE/HANDOUTS/PROMOTIONAL ITEMS: PLAN FOR 250-500 PARTICIPANTS FOR THE RUN THE FAIRWAY AND 500-1000+ FOR THE FUN ON THE FAIRWAY FULL DAY EVENT.

**DONATIONS TO VTF ENDOWMENT FUND: PLEASE CONSIDER DONATING AN ITEM FOR  
THE SPRING FEST SILENT AUCTION. ALL PROCEEDS FROM THE SILENT AUCTIONS  
BENEFIT THE VTF ENDOWMENT WHICH FUNDS THE VIRGINIA TECH TURFGRASS TEAM  
ONGOING GRASS RESEARCH, PROGRAMS AND GRADUATE STUDENTS.  
DONATIONS ARE VERY MUCH APPRECIATED AND HELP FURTHER OUR MISSION.**

**TEAR DOWN: SATURDAY, OCTOBER 29TH BETWEEN 5PM-8PM**

**IF YOU NEED A TENT, TABLES, CHAIRS OR ACCESS TO ELECTRIC, PLEASE LET US KNOW.**

**EMAIL: [ASK@VATURFGRASS.ORG](mailto:ASK@VATURFGRASS.ORG) OFFICE: 757-585-3058**

**[WWW.VATURFGRASS.ORG/EVENTS](http://WWW.VATURFGRASS.ORG/EVENTS)**