

## The Alexandria Red Cross Waterfront Festival Sponsorship and Marketing Opportunities



During the weekend of June 14 and 15, 2008, over 30,000 Washington metropolitan area patrons will converge on Alexandria's historic waterfront for the **27<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival**. They will have the chance to enjoy outstanding musical entertainment, great food, carnival rides for all ages, beautiful tall ships, unique arts and crafts and spectacular fireworks while being part of one of the largest Red Cross fundraisers in the nation. We invite you to participate as a sponsor and partner with this well respected brand. The Festival's extensive marketing campaign reaches tens of thousands around the Nation's Capital through television, radio and other media before and during this celebration. Sponsorship levels range from \$5,000 to \$25,000 with varying levels of marketing benefits. Reach the festival's highly desirable demographic of 30,000+ patrons on site by sponsoring the Alexandria Red Cross Waterfront Festival while supporting the oldest Red Cross Chapter in Virginia.

### Alexandria Red Cross Waterfront Festival

<b>\$25,000</b>	<b>Main Stage</b>	<b>Platinum</b>
	<b>Heart of the Festival</b>	<b>Platinum</b>
	<b>Tall Ship #1</b>	<b>Platinum</b>
	<b>Children's Harbor</b>	<b>Platinum</b>

(benefits include all mentioned below plus logo on TV PSAs and radio mentions)

<b>\$15,000</b>	<b>Tall Ship #2</b>	<b>Gold</b>
	<b>Ocean in Motion</b>	<b>Gold</b>
	<b>Food Court/Blue Gate</b>	<b>Gold</b>

(benefits include all mentioned below plus logo signage on Metro rail cars, buses and King and Braddock Metro stations)

<b>\$10,000</b>	<b>Admission Tickets</b>	<b>Silver</b>
	<b>Volunteer T-Shirts</b>	<b>Silver</b>
	<b>Climbing Wall</b>	<b>Silver</b>

(benefits include all mentioned below plus 10X10 exhibit booth)

<b>\$5,000</b>	<b>Ferris Wheel</b>	<b>Bronze</b>
	<b>Carousel</b>	<b>Bronze</b>

(benefits include ad in *The Washington Post* program\*, logo on website, passes to festival, VIP parking)

\*Level of sponsorship will determine ad size

For more information on the advertising and marketing benefits associated with each sponsorship level listed above, or for information on corporate exhibit space, please contact **Sharon Grant at 703. 299.2524.**