

Rassawek

SPRING JUBILEE

.....
CELEBRATING THE ART OF VIRGINIA CRAFTS

ART · MUSIC · WINE · BEER & FOOD
.....

JUNE 1 & 2, 2019

· CELEBRATING 9 YEARS ·



EVENT OVERVIEW

The Rassawek Spring Jubilee celebrates the local, the handmade and the homegrown. We spotlight those people and their passion for craftsmanship and creativity, which contribute to strong communities, pride of place and heritage, and a vibrant culture where we live, work and play.

Rassawek Spring Jubilee is: a family friendly celebration of the community spirit and rich historic, cultural and natural resources of Virginia's rural communities. Take a ride on the steam train through the vineyard, check out the antique cars, explore a tree house unlike any other, enjoy fun activities for children, enter in the popular fishing derby, visit with the 4-H animals, watch artisans at work and learn about heritage traditions through a variety of cultural and agrarian demonstrations.

Rassawek Spring Jubilee is: held on land once occupied by the Monacan Indians that has been transformed into a stunning site of structures that have all been relocated to Rassawek to be preserved and restored. The site features two log cabins a barn, chicken house, smoke house, gazebo, water towers, greenhouse, tree house and grapevines that serpentine throughout the property.

Rassawek Spring Jubilee is: a tasting experience for up to 10 of Virginia wineries and up to 3 craft breweries.

Rassawek Spring Jubilee is: an Arts & Craft affair that offers demonstrations and activities that have included glass blowing, pottery, painting, silk and much more. Watch and learn or purchase something to add to your collection.

Rassawek Spring Jubilee is: a music festival featuring multiple styles of music from live acoustical artists to "get on the dance floor" bands.



WHY BE A SPONSOR OF THE RASSAWEK SPRING JUBILEE?

The Rassawek Spring Jubilee is a 501(c)(3) non-profit event, we collaborate with the community of Goochland and beyond to share our passion to keep trade skills alive by onsite build demonstrations, and educating the public with demonstrations from local artists, craftsmen, musicians and chefs. This event contributes to our local community by supporting local programs.

The Rassawek Spring Jubilee celebrates the local, the handmade and the homegrown. We spotlight those people and their passion for craftsmanship and creativity, which contribute to strong communities, pride of place and heritage, and a vibrant culture where we live, work and play.

The Rassawek Spring Jubilee will provide select national and area companies the opportunity to market their brand and products to festival attendees and benefit from extensive print, web, radio, and television marketing of the event.

Also, the opportunity for on-site presence and direct contact with the affluent demographic that the festival will draw is extraordinary in the Piedmont region.

MARKETING OUTLINE

The Rassawek Spring Jubilee, debuted in 2011, has grown to over 7,000 attendees from all over Virginia and 10 other states. Based on the level of sponsorship, here are some of the planned marketing materials for 2019 campaign.

Print: Richmond Family Magazine, 500 - 11 x 17 posters, 8,000 - 4x5 promo fliers

Digital: Virginia Wine Guide, Virginia.org,

Radio: Z95.1 (Charlottesville), Mainline Broadcasting, Community Idea Station

Social Media: Facebook, Instagram

Television: Virginia This Morning CBS 6

Email: Prior attendees

SCENIC BEAUTY



FISHING



HERITAGE



MUSIC



ARTS & CRAFTS



**PRESENTING
SPONSOR**

PRESENTING SPONSOR

As a partner in presenting the Festival to the public, your company will receive the maximum exposure and visibility in all aspects of the event. This level of commitment demonstrates that your company values the community spirit and rich historic, cultural and natural resources of Virginia's rural communities.

- Exclusive naming as Title or Presenting Sponsor
- Logo placement on all tickets
- Logo placement on all website pages
- Rassawek Facebook Page - weekly posting to promote sponsor
- Logo placement in all print advertising, event promotional materials and press releases
- Opportunity to distribute companies promotional products to attendees
- 40 Saturday tickets and 40 Sunday tickets to the event
- Event Day Program - full page back outside cover
- Onsite Signage - (banners provided by sponsor)
- Corporate Tent - includes tables/chairs and signage on tent



Rassawek
**SPRING
JUBILEE**

HERITAGE FESTIVAL SPONSOR \$5,000

The heart of the Spring Jubilee honors the craftsman that are preserving the lost arts of the rural lifestyle. Watch artisans at work and learn about heritage traditions through a variety of cultural and agrarian demonstrations.

- Exclusive naming on all heritage exhibits
- Logo placement on all website pages
- Logo placement in all print advertising and press releases
- 30 Saturday tickets and 30 Sunday tickets to the event
- Rassawek Facebook Page - 2 posts/month to promote sponsor
- Event Day Program - full page inside cover ad
- Onsite Signage - Up to 8 banners (banners provided by sponsor)
- Corporate Tent - includes tables/chairs and signage on tent

CARPENTRY
DEMONSTRATIONS

GOOCHLAND HABITAT FOR HUMANITY ON-SITE BUILD

BLACKSMITH
DEMONSTRATIONS



MUSIC SPONSORS \$3,500

- Exclusive naming on music stage
- Logo placement on all website pages
- Logo and link on the Rassawek Spring Jubilee's Facebook page
- Logo/name placement on music signage and on-site map
- 20 Saturday tickets and 20 Sunday tickets to the event
- Rassawek Facebook Page - 1 post/month to promote sponsor
- Event Day Program - full page ad
- Onsite Signage on Stage (banners provided by sponsor)
- Corporate Tent - includes tables/chairs and signage on tent

ARTS & CRAFTS SPONSOR \$3,500

- Exclusive naming on all of the arts and craft areas
- Logo placement on all website pages
- Logo and link on the Rassawek Spring Jubilee's Facebook page
- Logo/name placement on music signage and on-site map
- 20 Saturday tickets and 20 Sunday tickets to the event Rassawek
- Facebook Page - 1 post/month to promote sponsor
- Event Day Program - full page ad
- Onsite Signage on Stage (banners provided by sponsor)
- Corporate Tent - includes tables/chairs and signage on tent

LIVE MUSIC ALL DAY



STEAM ROLLER PRINT MAKING



POTTERY DEMONSTRATIONS





SPONSORSHIP OPPORTUNITIES

\$3,200 - CORPORATE/FAMILY TENT SPONSOR

Enjoy the Spring Jubilee with friends and co-workers in a relaxing space for the whole weekend.

- 20' x 20' Tent, 3, 8' tables and chairs
- 30 Wine Tasting Tickets
- Event Day Program - full page ad
- List of caterers to provide food
- Opportunity to distribute company information and display signage

\$3,000 - HOSPITALITY ENTRANCE & VOLUNTEER SPONSOR

Each attendee must pass through the main entrance of the Spring Jubilee upon arrival and departure, creating an opportunity for sponsor interaction. In addition, over 150 volunteers work to cover various events throughout the two days. Sponsorship of these visible areas provides maximum exposure for this sponsor!

- Logo placement on website
- 20 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Event Day Program - full page ad
- Opportunity to distribute company information

\$3,000 - WINE CHECK TENT SPONSOR

To help attendees enjoy their time at the Spring Jubilee without having their hands full, all purchases are delivered to the Wine Check Tent. The Wine Check Tent is set up at the event's Entrance/Exit. In addition, during the course of the Festival, a Golf Cart circulates throughout the property distributing ice to the wineries. The Wine Check Tent is a highly visible way to get your company logo/message in front of all festival attendees!

- Logo placement in program and on website and on wine check vehicles
- 20 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Event Day Program - full page ad
- Opportunity to distribute company information

\$3,000 - FISHING SPONSOR

Catch and release fishing has become one of the most popular events throughout the Festival. Several ponds on the property provide the perfect spot to drop a line! Poles and bait are provided to everyone free of charge.

- Logo placement on website
- 20 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Event Day Program - full page ad
- Opportunity to distribute company information



SPONSORSHIP OPPORTUNITIES

\$2,500 - STEAM BOAT OR BATEAU BOAT SPONSOR

The boats are a focal point of the festival as it carries riders around the pond throughout the day free of charge. The perfect spot for festival attendees to see your company logo/message!

- Logo placement on website
 - 15 Wine Tasting Tickets
 - Rassawek Facebook Page - 1 posting/month to promote sponsor
 - Event Day Program - 1/2 page ad
 - Opportunity to distribute company information
-

\$2,500 - TRANSPORTATION/PARKING SPONSOR

Every attendee must park in designated areas and be transported to and from the Festival Entrance via a variety of vehicles. The Transportation Sponsor has the opportunity for extremely high visibility among all attendees!

- Logo placement on website and place company signage in enter/exit area
 - 15 Wine Tasting Tickets
 - Rassawek Facebook Page - 1 posting/month to promote sponsor
 - Event Day Program - 1/2 page ad
 - Opportunity to distribute company information
-

\$2,500 - CHILDREN'S ACTIVITIES SPONSORS

The Children's areas are a visible way to get your company logo/message in front of all festival attendees! Each year we create new activities for the childrens area.

- Exclusive naming and banner signage tent
 - 15 Wine Tasting Tickets
 - Opportunity to distribute company information
 - Rassawek Facebook Page - 1 posting/month to promote sponsor
 - Event Day Program - 1/2 page ad
-

\$1,500 - WINE GLASS SPONSOR

Each wine tasting attendee receives a complimentary wine glass, distributed at the front gate. Sponsorship of this area ensures high visibility in a high traffic area!

- 10 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Opportunity to distribute company information
- Event Day Program - 1/4 page ad

SPONSORSHIP OPPORTUNITIES

\$1,000 -CHEF DEMO SPONSORS

Help support RVAgriculture host their second very popular Chef Demo, featuring locally sourced, market fresh, delicious paired with one of the wines from the 11 wineries at the festival. Great way to have a captured audience to promote your business.

- 8 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Opportunity to distribute company information and place signage at the Chef Demo
- Event Day Program - 1/4 page ad

\$1,000 - HERITAGE AND ANTIQUE MACHINERY DEMONSTRATION SPONSOR

We have several unique demonstrations that captivate the crowds. You can choose to support from one of the following demonstrations: Saw Mill, Shingle, Blacksmith, Dual Motor Chain Saw or the Coon Hunters Demo

- 8 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Opportunity to distribute company information
- Event Day Program - 1/4 page ad

\$1,000 - ARTIST TENT DEMONSTRATION SPONSOR

Support one of the over 25 demonstrating artists that come for the weekend to demonstrate their talent. Choose from one of the following demonstrations: Glass blowing demo, wheel pottery, painting, raku pottery, wood cutting, stone & wood carvers

- 8 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Opportunity to distribute company information
- Event Day Program - 1/4 page ad

\$1,000 - FESTIVAL T-SHIRT SPONSOR

T-shirts are a great way to show your company supported the festival.

- 8 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Opportunity to distribute company information
- Event Day Program - 1/4 page ad

\$250 - ANTIQUE CAR & TRUCK SPONSOR

Have your company banner placed near the antique cars and trucks.

- 4 Wine Tasting Tickets
- Rassawek Facebook Page - 1 posting/month to promote sponsor
- Opportunity to distribute company information

ARTS AND CRAFTS



STEAM BOATS



WINE TASTING



FISHING CONTEST



SPONSORSHIP OPPORTUNITIES



Thank for supporting Rassawek Spring Jubilee!

- _____ **\$3,200 - CORPORATE/FAMILY TENT SPONSOR**
- _____ **\$3,000 - HOSPITALITY ENTRANCE & VOLUNTEER SPONSOR**
- _____ **\$3,000 - WINE CHECK TENT SPONSOR**
- _____ **\$3,000 - FISHING SPONSOR**
- _____ **\$2,500 - STEAM BOAT OR BATEAU BOAT SPONSOR**
- _____ **\$2,500 - TRANSPORTATION/PARKING SPONSOR**
- _____ **\$2,500 -CHILDREN'S ACTIVITIES SPONSORS**
- _____ **\$1,500 - WINE GLASS SPONSOR**
- _____ **\$1000 - HERITAGE AND ANTIQUE MACHINERY DEMO SPONSOR**
- _____ **\$1,000 - ARTIST TENT DEMONSTRATION SPONSOR**
- _____ **\$1,000 - FESTIVAL T-SHIRT SPONSOR**
- _____ **\$250 - ANTIQUE CAR & TRUCK SPONSOR**

Please make check payable to Rassawek Ventures, Inc.
Mail to: Rassawek Vineyard
6276 River Road West
Columbia, VA 23038

Company/Organization name _____

Address _____

Contact Person name _____

Phone _____

Email _____

For promotional placement, please provide logo in both jpeg and EPS vector format and email to Jenny Liesfeld - jenny@rassawek.com.



PROGRAM ADVERTISEMENT OPPORTUNITIES

Program Specifications

The official 2019 Rassawek Spring Jubilee program will be distributed to all attendees, sponsors, exhibitors and volunteers, and will feature the complete schedule of events for both days, a layout of the grounds, and plenty of fun facts about the property. The program will be 5" x 8" in size. All advertisements are full color. Please, provide a high resolution pdf, jpeg or .tiff file. Questions email: info@rassawek.com

Please select which size ad want:

- Full Page Ad (5"w x 8"h) \$500
- Half Page Ad (5"w x 3.875"h) \$250
- Quarter Page Ad (2.375"w x 3.875"h)

Artwork Deadline is MAY 3, 2019.

Please make checks payable to: Rassawek Ventures, Inc.

Questions call:

Name _____

E-mail _____

Address _____

Phone _____

Email program ad to: jenny@rassawek.com

PROGRAM ADVERTISEMENT OPPORTUNITIES



FULL PAGE 5" x 8"
\$500

The official 2019 Rassawek Spring Jubilee program will be distributed to all attendees, sponsors, exhibitors and volunteers, and will feature the complete schedule of events for both days, a layout of the grounds, and plenty of fun facts about the property. The program will be 5" x 8" in size. All advertisements are full color. Please, provide a high resolution pdf, jpeg or .tiff file.

Artwork Deadline is **MAY 3, 2019**.

HALF PAGE
5" x 3.875"
\$250

QUARTER PAGE
2.375" x 3.875"
\$125

SUBMIT
RESERVATION:
jenny@rassawek.com