

CELEBRATING THE ART OF VIRGINIA CRAFTS

ART · MUSIC · WINE · BEER & FOOD



EVENT OVERVIEW



The 11th Annual Rassawek Spring
Jubilee, hosted by our non-profit
Rassawek Ventures on June 3rd and 4th
2023 is one of the only active festivals in
the Goochland County Area. Just under
an hour from Central Virginia's largest
cities, Rassawek is the perfect venue for
celebrating the art of Virginia Craft.

The Spring Jubilee offers over 6,000 guests a unique experience at

Rassawek. Our events are focused on appealing to the entire family. Visitors are able to watch local craftspeople demonstrate arts and trade skills such as woodworking, blacksmithing, furniture making, jewelry design, glass blowing, painting, and fabric dying to mention a few.



The Spring Jubilee is a local wine and cider tasting event. We also have local spirits and beer available for purchase. Visitors can enjoy a beverage while enjoying some delicious food and to listening music. We keep the kids busy with puppet shows, boat rides and free catch and release fishing for the day. Making a splash in 2023, we are hosting Chesapeake DockDogs! They'll be here providing the laughs and entertainment for the whole family!

THE MISSION

The purpose of creating the non-profit, Rassawek Ventures is to keep trade skills alive and thriving. At Rassawek we are preserving history through moving buildings slated for demolition to Rassawek and restoring them. This involves working with talented trades people to restore, and bring these buildings back to life. In the process of restoring the buildings we see the value in welding, carpentry, masonry, plumbing and electrical trade skills and we want to help keep these careers paths open to others.

TO INSPIRE

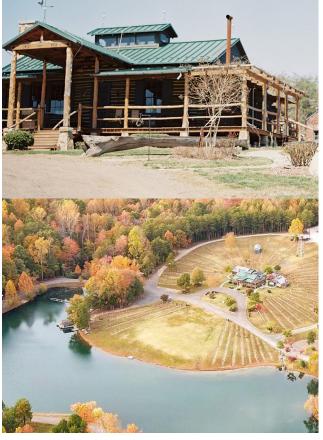
Rassawek Ventures created a Vocational Scholarship which is awarded to a Goochland County High School graduating Senior with plans of attending a community college, or trade/vocational school; to pursue a career in industries such as electrical, carpentry, plumbing, automobile mechanics, fine or performing arts, culinary, or agriculture. We hope to inspire the younger generations to pursue these trades as career path.

OUR COMMUNITY

In addition to the scholarship, Rassawek Ventures has donated over \$10,000 to local non-profit groups and community service members that help make our community a wholesome safe place to live.

Rassawek relies on its sponsors to continue this ever-growing event and cultivate the gift of scholarship through our non-profit entity Rassawek Ventures.





RASSAWEK MARKETING COMMITMENT

With just over 5,000 followers on the Rassawek Vineyard Facebook page alone; sponsors can expect promotional ads appearing on regular feeds with the logos and images of their choice. Frequency of postings dependent on sponsorship level purchased.

Outreach Marketing

Richmond, Va

- K95 Country Music Station
- VPN Public Radio
- Interstate Billboards
- Highway Banners
- Spotify Streaming Ads
- WKHK Online Contest
- Boomtown Radio Trade

Charlottesville, Va

- 99.7 CYK Country Music Station
- HOT 101.9 Hit Music Station
- Spotify Streaming Ads

Sponsors can note; Rassawek.com receives up to 80% influx of new users to the page during the March - June months leading up to the Spring Jubilee. Sponsors/Brands can expect an estimated 18,388 views acting as brand exposure through the website alone.

Demographics

VA Regions Reached

Greater Richmond – 46 % Virginia Beach – 13.6% Roanoke - 8.8% Washington D.C. NOVA – 7.7% Charlottesville - 3% NC, GA, NY, MD - 20.9%

Age Groups

Age 18-24: 6% Age 25-34: 19.5% Age 35-44: 22.5% Age 45-54: 22% Age 55-64: 18.5% Age 65: 11.5%



Contact Information:

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Sponsorship Opportunities

The Spring Jubilee is hosted by Rassawek Ventures, a 501(c)(3) non-profit. Sponsoring these events gives your company exposure to over 6,500 people within the local community and beyond each year. Rassawek Ventures will use the proceeds from these festivals to support our Trade School Scholarship Fund.

Contact Information:

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SPONSORSHIP LEVELS	PLATINUM \$20,000	GOLD \$10,000	SILVER \$8,000	BRONZE \$6,000	MUSIC \$5,000	KIDS \$2000	ARTISAN \$500	FRIEND \$250	SUPPORTER \$150
FESTIVAL	V	~	V	✓	V	✓	V	✓	~
TICKETS	40 Wine Tasting	20 Wine Tasting	15 Wine Tasting	12 Wine Tasting	10 Wine Tasting	10 General Admin	8 General Admin	5 General Admin	2 General Admin
PROGRAM ADVERTISING	✓	✓	~	✓	✓	✓	✓	✓	✓
	Full Page 5" x 7 3/4"	1/2 Page 5" x 3.975"	1/2 Page 5" x 3.975"	1/4 Page 2.375" x 3.875"	1/4 Page 2.375" x 3.875"				
LOGO ON WESBITE	✓	✓	V	✓	✓	✓	~		
	On sponsor page linked to company website								
EVENT	V	✓	V	✓	V	✓	V		
SIGNAGE	3' x 5 banner, provided by sponsor	3' x 5 banner, provided by sponsor	3' x 5 banner, provided by sponsor	3′ x 5 banner, provided by sponsor	3' x 5 banner, provided by sponsor	36" x 24" sign	36" x 24" sign		
SOCIAL MEDIA SPOTLIGHT	V	~	V	✓	V				
	facebook & instagram								
PRESS	~	✓	V						
RELEASE	Mention in PR	Mention in PR	Mention in PR						
TENT	~	✓							
	10' x 20' with 2 tables	10' x 10' with 1 tables							