

SPONSORSHIP PACKET

*Rassauek*

# SPRING JUBILEE

CELEBRATING THE ART OF VIRGINIA CRAFTS

ART · MUSIC · WINE · BEER & FOOD

CELEBRATING 11 YEARS



# EVENT OVERVIEW



**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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# Rassawek

## SPRING JUBILEE

### 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.

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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 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"	✓ Full Page 5" x 7 3/4"	✓ Full Page 5" x 7 3/4"	✓ Full Page 5" x 7 3/4"	✓ 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 WEBSITE	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website		
EVENT 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	✓ facebook & instagram	✓ facebook & instagram	✓ facebook & instagram	✓ facebook & instagram	✓ facebook & instagram				
PRESS RELEASE	✓ Mention in PR	✓ Mention in PR	✓ Mention in PR						
TENT	✓ 10' x 20' with 2 tables	✓ 10' x 10' with 1 tables							