



SPONSORSHIP PACKET

*Rassauek*

# SPRING JUBILEE

CELEBRATING THE ART OF VIRGINIA CRAFTS  
ART · MUSIC · WINE · BEER & FOOD

CELEBRATING 12 YEARS



# EVENT OVERVIEW



**The 12th Annual Rassawek Spring Jubilee, hosted by our non-profit Rassawek Ventures is June 1st and 2nd 2024. We hope to see you there!** One of the only active festivals in the Goochland County Area and just under an hour from Central Virginia's largest cities. Rassawek is the perfect venue for families and wine lovers to celebrate the art of Virginia Craft.

**The Rassawek Spring Jubilee unique experiences for over 6,500 guests.**

Visitors can watch local craftspeople demonstrate arts and trade skills such as woodworking, blacksmithing, glass blowing, and fabric dying to mention a few. We keep the kids busy with puppet shows, boat rides and free catch and release fishing for the day. We are always looking for new, and exciting entertainment for everyone to enjoy!



**The Spring Jubilee is a wine and cider tasting event.** Enjoy a tasing from multiple Virginia craft beverage makers, including Rassawek Winery! Spirits and beer available for purchase as well. Pair your drink of choice with a variety of delicious food from local businesses. Grab a glass and stroll through our artisan vendor market, and breathtaking landscapes or find a shady tree by our music tent to sit and take it all in.







# THE MISSION

Rassawek Ventures was established to keep trade skills alive and thriving. We are preserving our local history through moving buildings slated for demolition to Rassawek, restoring them, and bringing purpose back to their structures. We work with many talented tradesmen and women to employ skills like welding, carpentry, masonry, plumbing and electrical trade skills and we want to help keep these careers paths open to others.

# TO INSPIRE

The Rassawek Ventures Vocational Scholarship, awarded to a Goochland County High School graduating Senior; was established to inspire young adults ready to pursue careers in the trade. Recipients have 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.

# OUR COMMUNITY

In addition to the scholarship, Rassawek Ventures has donated over \$12,000 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. Your support helps us to continue our growth and keep our mission alive.

# RASSAWEK MARKETING COMMITMENT

With just over 6,000 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

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

### Charlottesville, Va

- Highway Banners
- 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 23,000 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: 9%  
Age 25-34: 18.5%  
Age 35-44: 22.6%  
Age 45-54: 19.4%  
Age 55-64: 19%  
Age 65+: 11.3%



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*Celebrating 12 years*



# 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.

SPONSORSHIP LEVELS	PRESENTING \$20,000	ENTERTAINMENT \$10,000	MUSIC \$5,000	WATERFRONT \$2,500	ARTISAN \$1,000	KIDS \$500
FESTIVAL TICKETS	✓ 50 Wine Tasting	✓ 25 Wine Tasting	✓ 15 Wine Tasting	✓ 8 Wine Tasting	✓ 5 Wine Tasting	✓ 6 General Admin
PROGRAM ADVERTISING	✓ Full Page 5" x 7 3/4"	✓ Full Page 5" x 7 3/4"	✓ 1/2 Page 5" x 3.875"	✓ 1/2 Page 5" x 3.875"	✓ 1/4 Page 2.375" x 3.875"	✓ Logo in program
BRAND RECOGNITION	✓ Name recognition on Marketing & PR	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website		
EVENT SIGNAGE	✓ provided by festival	✓ provided by festival	✓ provided by festival	✓ 36' x 24 sign, provided by festival	✓ 36" x 12" sign provided by festival	
SOCIAL MEDIA	✓ Spotlight posts	✓ Spotlight posts	✓ Spotlight posts	✓ Spotlight posts	✓ Spotlight posts	
TENT	✓ 20' x 20' tent tables & chairs	✓ 10' x 10' tent tables & chairs				

### PRESENTING SPONSOR: \$20,000

- Will be the main highlighted sponsor for the event.
- Your company will have a private tent with tables and chairs to host your guests.
- Signage with your company logo will be featured in several prominent locations on the festival grounds. Your company logo will be placed with the event logo on any marketing.

### WATERFRONT SPONSOR: \$2,500

- The Spring Jubilee event is setup around 4 ponds and we have a ton of activities on the water.
- Your company brand will not be missed as guests lineup for the free steamboat rides.
- \* Our free fishing is a popular activity, we supply rods, tackle & bait. Banner placement near the fishing areas is sure to draw attention.

### ENTERTAINMENT SPONSOR: \$10,000

- This is a great opportunity to have your brand featured at popular activities on the grounds.
- Your banner will be placed at the areas with a captivated audience, Dock Dogs and our Earthquest show.

### ARTISAN SPONSOR: \$1,000

- One of the highlights of the Jubilee is the demonstrating artisans, this level gives your company the opportunity to sponsor one of these weekend long demonstrations.
- Your company brand will have a sign at one of the artisans areas.
- \* We will have over 13 artisans for the weekend. Artisans examples are: blacksmiths, potters, painters and glass blowing, just to name a few.

### MUSIC SPONSOR: \$5,000

- 2024 will feature one large music stage under a tent with seating.
- \* Your banner will be placed behind the musicians for prime viewing from the audience.

### KIDS SPONSOR: \$500

- We have some fun kids activities planned for this year, such as a puppet show, balloon artist, story telling and more.
- Help keep the little ones intrigued by sponsoring this level.

### Contact Information:

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