

SPONSORSHIP PACKET

*Rassawek*

# Autumn Festival

PRESERVING THE TRADES & VOCATIONAL EDUCATION



CELEBRATING 4 YEARS



# EVENT OVERVIEW



**The 5th Annual Rassawek Autumn Festival, hosted by our non-profit Rassawek Ventures on October 18th and 19th, 2025** 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 Autumn Festival offers 12,500 guests a unique experience at Rassawek.** Our events are focused on appealing to the entire family. Visitors are able to watch local craftspeople demonstrate trade skills such as woodworking, blacksmithing, heavy equipment, welding, masonry and more.



**It ain't our first rodeo anymore!** The main event of the 2024 Autumn Festival was an incredible success. We are pleased to be bringing back Rafter K Rodeo Company for our second professional rodeo! From bull riding and roping, to bucking broncs, barrel racing and more. Guests will gather around our sponsored arena to view the rodeo throughout the Autumn Festival event. Sponsorship opportunities will be available for the Autumn Festival and Rodeo as separate entities.



# 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

Rassawek Ventures supports education at community colleges and trade/vocational schools, helping individuals build careers in fields such as electrical work, carpentry, plumbing, automobile mechanics, fine or performing arts, culinary arts, and agriculture.

# OUR COMMUNITY

**Over the past four years, the Autumn Festival has proudly donated \$61,500 to local non-profit organizations and community service members.** These funds have supported vital programs that promote well-being and community development, helping to make our community a wholesome and welcoming place to live, work, and grow.

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 7,000 + followers on the Rassawek Vineyard Facebook and Instagram page's; 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 August - October months leading up to the Autumn Festival.

## 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:

Rassawek Ventures, Inc.  
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www.rassawek.com

Rassawek



# PRO RODEO

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR - \$8,000 (1 SPOT AVAILABLE)

- Exclusive naming as presenting rodeo sponsor
- 10' x 10' Tent and table near Rodeo
- 84" x 32" Banner center alley of enter/exit
- 25 Festival tickets
- Recognition throughout rodeo by announcer
- Website, email & social media recognition



### HALF ARENA SPONSOR - \$4,000 (1 SPOT AVAILABLE)

- Recognition throughout rodeo by announcer to turn to "your business side of arena"
- Banner on your end of arena 72" W x 30"H
- 15 Festival tickets
- Website, email & social media recognition

### TIMED EVENT SPONSOR - \$2,000 (4 SPOTS AVAILABLE)

- Recognition throughout your timed sponsored event by rodeo announcer
- Banner placed in arena 72" W x 30"H
- 8 Festival tickets
- Website, email & social media recognition

### ROUGH STOCK SPONSOR - \$2,000 (3 SPOTS AVAILABLE)

- Recognition throughout your rough stock sponsored event by rodeo announcer
- Banner placed in arena 72" W x 30"H
- 8 Festival tickets
- Website, email & social media recognition

### BUCKING CHUTE SPONSOR - \$1,000 (4 SPOTS AVAILABLE)

- Recognition by announcer when a ride begins in that chute
- Sign on designated chute 83" W x 19"H
- 5 Festival tickets
- Website, email & social media recognition

### Arena Banner Sponsor - \$500

- Banner space on arena 72" W x 30"H
- 2 Festival tickets

# Rassawek Autumn Festival

## Sponsorship Opportunities

The Autumn Festival is hosted by Rassawek Ventures, a 501(c)(3) non-profit. Sponsoring this event gives your company exposure to over 12,500 people within the local community and beyond each year.

Rassawek Ventures will use the proceeds from this festival to support our mission to keep trade skills alive and thriving by supporting local Trade Education programs.

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SPONSORSHIP LEVELS	PLATINUM \$20,000	GOLD \$10,000	SILVER \$8,000	BRONZE \$6,000	MUSIC \$5,000	KIDS \$2500	TRADE \$1000	DEMONSTRATOR \$500	FRIEND \$200
FESTIVAL TICKETS	✓ 50 Tickets	✓ 35 Tickets	✓ 30 Tickets	✓ 25 Tickets	✓ 20 Tickets	✓ 15 Tickets	✓ 12 Tickets	✓ 6 Tickets	✓ 4 Tickets
VIP PARKING	✓ 4 PARKING SPOTS	✓ 3 PARKING SPOTS	✓ 2 PARKING SPOTS	✓ 1 PARKING SPOT					
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	✓ On sponsor page linked to company website	✓ On sponsor page linked to company website
EVENT SIGNAGE	✓ 3' x 5 banner, provided by sponsor	✓ 36" x 24" sign	✓ 36" x 24" sign	✓ 36" x 24" sign					
SOCIAL MEDIA SPOTLIGHT	✓ Facebook & Instagram	✓ Facebook & Instagram	✓ Facebook & Instagram	✓ Facebook & Instagram	✓ Group Post Facebook & Instagram	✓ Group Post Facebook & Instagram	✓ Group Post Facebook & Instagram		
MUSIC STAGE ANNOUNCEMENT	✓	✓	✓	✓	✓				
TENT	✓ 10' x 20' with 2 tables	✓ 10' x 10' with 1 table							