

SPONSORSHIP PACKET

Rassauek

Autumn Festival

PRESERVING THE TRADES & VOCATIONAL EDUCATION



CELEBRATING 6 YEARS



EVENT OVERVIEW



The 6th Annual Rassawek Autumn Festival, hosted by our non-profit Rassawek Ventures on October 17th and 18th, 2026 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 14,000 guests a unique experience at Rassawek. Our events are designed to provide an enjoyable experience for the whole family. Visitors are able to watch local craftspeople demonstrate trade skills such as woodworking, blacksmithing, heavy equipment, welding, masonry and more.



We are pleased to be bringing back Rafter K Rodeo Company for our fourth professional rodeo! Experience the excitement of bull riding, team roping, bucking broncs, barrel racing, and many other thrilling rodeo events. 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 is a 501(c)(3) nonprofit organization dedicated to promoting vocational education and inspiring future generations to pursue rewarding careers in the skilled trades. Through the Autumn Festival, we showcase hands-on trade demonstrations—including heavy equipment, carpentry, welding, blacksmithing, mechanics, and more—to raise awareness of the many rewarding career opportunities available in these fields.

OUR COMMUNITY

Thanks to the generosity of our sponsors and supporters, the Rassawek Autumn Festival & Pro Rodeo has raised and donated more than \$86,500 over the past five years. These contributions have been allocated to the Rassawek Ventures Scholarship Fund, administered through the Goochland Education Foundation, as well as other local charitable organizations that support and strengthen our community. Through these efforts, we have proudly awarded scholarships to students pursuing careers in diesel mechanics, welding, automotive technology, and other skilled trades, helping provide opportunities and invest in the next generation of skilled professionals.



AUTUMN FESTIVAL SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	PLATINUM \$20,000	GOLD \$12,000	SILVER \$8,000	BRONZE \$5,000	MUSIC \$3,000	KIDS \$2,000	TRADE \$1,000	DEMONSTRATOR \$500
FESTIVAL TICKETS	8 VIP & 42 Tickets \$1,850 Value	45 Tickets \$1110 Value	30 Tickets \$750 Value	20 Tickets \$500 Value	12 Tickets \$300 Value	8 Tickets \$200 Value	4 Tickets \$100 Value	2 Tickets \$50 Value
LOGO VISIBILITY	Website, All Event Materials	Website, Event Materials	Event Website & Front Gate Signage	Event Website, Front Gate Signage	Linked to Company Website	Linked to Company Website	Linked to Company Website	Linked to Company Website
EVENT SIGNAGE	3' x 5' Banner Placed at Festival Entrance & Front Gate	3' x 5' Banner Placed at Front Gate	3' x 5' Banner Banner at Antique Heavy Equipment Area	3' x 5' Banner Banner at Antique Car Area	3' x 5' Banner Banner at Music Tent	36" x 24" Sign in Kids Area	36" x 24" Sign Near Exhibits	36" x 24" Sign Near Demonstrations
SOCIAL MEDIA SPOTLIGHT	Tagged in All Event Social Media Posts 2 Dedicated Posts	Tagged in All Event Social Media Posts 1 Dedicated Post	Tagged in All Event Social Media Posts 1 Dedicated Post	Tagged in All Vendor Social Media Posts	Tagged in all Music Social Media Posts	Tagged in all Kids Social Media Posts	Tagged in all Trades Social Media Posts	
TENT	10' x 20' Tent w/ Table & Chairs	10' x 10' Tent w/ Table & Chairs	10' x 10' Space for Display					



- 13,000+ attendees
- 100+ vendors
- 2-day festival
- Award-winning Southern Rodeo Association Pro Rodeo
- Thousands of families



Your sponsorship supports vocational education. Proceeds from this event help fund our trade-focused scholarship.



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



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

PRO RODEO SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	PRESENTING \$10,000 (1 SPOT AVAILABLE)	HALF ARENA \$5,000 (2 SPOTS AVAILABLE)	TIMED EVENT \$3,500 (4 SPOTS AVAILABLE)	ROUGH STOCK \$3,000 (4 SPOTS AVAILABLE)	MUTTON BUSTIN' \$2,000 (1 SPOT AVAILABLE)	BUCKING CHUTE \$1,000 (4 SPOTS AVAILABLE)
FESTIVAL TICKETS	4 VIP & 22 Tickets \$950 Value	20 Tickets \$500 Value	14 Tickets \$350 Value	12 Tickets \$300 Value	8 Tickets \$200 Value	4 Tickets \$100 Value
RECOGNITION DURING RODEO BY ANNOUNCER	Throughout Rodeo	Your half of Arena	During Timed Event	During Rough Stock	During Mutton Bustin'	During Bucking Chute
EVENT BANNER	84" x 32" Center Alley	72" x 30" Your half of Arena	72" x 30" Placed in Arena	72" x 30" Placed in Arena	72" x 30" Placed in Arena	72" x 30" Placed in Arena
SOCIAL MEDIA	Tagged in All Rodeo Social Media Posts 1 Dedicated Posts	Tagged in All Rodeo Social Media Posts 1 Dedicated Posts	Group Social Media Post w/ Roughstock and Bucking Chute	Group Social Media Post w/ Roughstock and Bucking Chute	Tagged in All Mutton Bustin' Social Media Posts	Group Social Media Post w/ Roughstock and Bucking Chute
TENT	10' x 10' Tent w/ Table & Chairs					



RODEO IS A MAJOR HIGHLIGHT OF THE AUTUMN FESTIVAL AND DRAWS THOUSANDS OF SPECTATORS THROUGH THE WEEKEND.



9,000+
SOCIAL MEDIA
FOLLOWERS



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