

SPONSORSHIP PACKET

*Rassauek*

# Autumn Festival

PRESERVING THE TRADES & VOCATIONAL EDUCATION



CELEBRATING 6 YEARS



# EVENT OVERVIEW



**The Autumn Festival offers 14,000 guests a unique experience at Rassawek.** Our events are focused on appealing to the entire family. Visitors are able to watch local craftspeople demonstrate 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 third 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

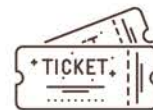
**Over the past four years, the Autumn Festival has proudly donated \$82,500 to local non-profit organizations and community service members.** These funds have supported vital programs that promote well-being and community development, helping to make our community a wholesome and welcoming place to 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.



## AUTUMN FESTIVAL SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP LEVELS     | PLATINUM<br>\$20,000                                        | GOLD<br>\$12,000                                           | SILVER<br>\$8,000                                          | BRONZE<br>\$5,000                         | MUSIC<br>\$3,000                       | KIDS<br>\$2,000                       | TRADE<br>\$1,000                        | DEMONSTRATOR<br>\$500              |
|------------------------|-------------------------------------------------------------|------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------|----------------------------------------|---------------------------------------|-----------------------------------------|------------------------------------|
| FESTIVAL TICKETS       | 8 VIP & 42 Tickets<br>\$1,850 Value                         | 45 Tickets<br>\$1110 Value                                 | 30 Tickets<br>\$750 Value                                  | 20 Tickets<br>\$500 Value                 | 12 Tickets<br>\$300 Value              | 8 Tickets<br>\$200 Value              | 4 Tickets<br>\$100 Value                | 2 Tickets<br>\$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<br>2 Dedicated Posts | Tagged in All Event Social Media Posts<br>1 Dedicated Post | Tagged in All Event Social Media Posts<br>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<br>\$10,000<br>(1 SPOT AVAILABLE)                | HALF ARENA<br>\$5,000<br>(2 SPOTS AVAILABLE)                | TIMED EVENT<br>\$3,500<br>(4 SPOTS AVAILABLE)           | ROUGH STOCK<br>\$3,000<br>(4 SPOTS AVAILABLE)           | MUTTON BUSTIN'<br>\$2,000<br>(1 SPOT AVAILABLE) | BUCKING CHUTE<br>\$1,000<br>(4 SPOTS AVAILABLE)         |
|---------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------|---------------------------------------------------------|
| FESTIVAL TICKETS                      | 4 VIP & 22 Tickets<br>\$950 Value                           | 20 Tickets<br>\$500 Value                                   | 14 Tickets<br>\$350 Value                               | 12 Tickets<br>\$300 Value                               | 8 Tickets<br>\$200 Value                        | 4 Tickets<br>\$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<br>1 Dedicated Posts | Tagged in All Rodeo Social Media Posts<br>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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