

January 26, 2024

Dear Business Owner:

Although we are still in the throws of winter (even if that North Carolina weather feels like late spring today!), I am trying to get a jump on planning the Buggy Festival for this spring. This year, we will celebrate our 35th anniversary of hosting this family-centered event! We are hoping to make this the best year yet! To do that, we need your help!

As I'm sure you are aware, the Buggy Festival offers a wide range of activities and events for visitors of all ages. Thanks to the generous and very appreciated support of our local businesses and developers, we are able to provide the majority of these events at no cost to the patrons. In fact, we are the only festival in Moore County that still provides children's rides and games free of charge. We couldn't do that if it weren't for our incredible sponsors.

We understand that everyone, including our local and regional businesses, is struggling with the high inflation rates affecting our area and the nation as a whole. Our goal of providing low- to no-cost entertainment for our citizens and neighbors is more important than ever. We hope to continue that tradition by being more cost-conscious and offering some new activities that will draw more vendors and visitors to our event.

One of the new activities that we plan to offer includes a traveling magician who would travel around the festival entertaining visitors and vendors alike with his fascinating tricks and illusions. This performer will also provide two sets for the audience during the transition of the bands (approximately 30 minutes each).

Another fun idea we are considering is hiring a caricature artist to work at the festival for donations to go towards park improvements within Carthage or funding for next year's festival. Research shows that this is a very popular offering at other fairs and festivals.

We are also going to offer a Pet Parade for those animal-loving patrons that want to show off their beloved four-legged friends! This event is still being worked out, but we hope to have a small prize for the winners of the specified categories. This event will hopefully draw more attention to the Moore County Sheriff's Department Animal Control Adoption Event that is hosted annually at the Buggy Festival.

In the past, we have offered our sponsors free Buggy Festival T-Shirts along with advertising in all forms that we use. This year, we would like to make a few changes that might be more beneficial to those that contribute their hard-earned monies to help offset the costs of this tremendous event. Please see the enclosed/attached information that outlines the enhanced Sponsorship Packages that we intend to offer. As the Buggy Festival generally brings well over 15 thousand visitors to the Town of Carthage each year, the potential exposure for your business is endless!

We hope that together, we can continue to provide a day full of fun, entertainment, shopping, food, and most importantly, a sense of community, to the visitors of the Annual Carthage Buggy Festival!

Sincerely and with kind regards,



Kim S. Gibson
Event Coordinator



The Buggy Festival
4396 US 15-501 Hwy
Carthage, NC 28327

910-722-2164

townclerk@townofcarthage.org

www.thebuggyfestival.com



SPONSORSHIP AGREEMENT

2024 Carthage Buggy Festival

This agreement is a binding contract between the Sponsor and the Carthage Buggy Festival. The Sponsor herein agrees to the purchase of the package specified below and the Carthage Buggy Festival guarantees the product and sponsorship benefits will meet the standards set forth in the sales package.

Company Name	Contact Name & Title
Email Address	Best Contact Phone Number
Mailing Address	City, State, Zip
Shirt Size & Quantity (if applicable)	
<input type="checkbox"/> Small _____ <input type="checkbox"/> Medium _____ <input type="checkbox"/> Large _____ <input type="checkbox"/> X-Large _____ <input type="checkbox"/> 2X-Large _____ <input type="checkbox"/> 3X-Large _____	

SPONSORSHIP PACKAGES

All sponsorship packages will receive mention in the pilot newspaper's Buggy Festival insert and recognition in all published advertising (festival program, Buggy Festival Facebook posts, and the Buggy Festival website - www.thebuggyfestival.com)

☐ **Business Patron (\$100--\$249)**

☐ **Bronze Patron (\$250--\$499)**

- One (1) Buggy Festival T-Shirt
- Sponsorship Signage at the Festival.

☐ **Silver Sponsor (\$500--\$999)**

- Two (2) Buggy Festival T-Shirts.
- Sponsorship Signage at the Festival.
- Business mentioned in the Live Feed from the Festival on local radio station Star 102.5 FM.

☐ **Gold Sponsor (\$1,000--\$1,999)**

- Four (4) Buggy Festival T-Shirts.
- Business mentioned in the Live Feed from the Festival on local radio station Star 102.5 FM.
- PROMINENT Sponsorship Signage at the Festival.

☐ **Platinum Sponsor (\$2,000--\$3999)**

- Six (6) Buggy Festival T-Shirts.
- Business mentioned in the Live Feed from the Festival on local radio station Star 102.5 FM.
- Mention in the radio ads leading up to the festival.
- PROMINENT Sponsorship Signage at the Festival.
- Free Vendor Space on Side Street at the Festival.

☐ **Corporate Sponsor (\$4,000 +)**

- Eight (8) Buggy Festival T-Shirts.
- Business mentioned as Primary Sponsor in the Live Feed from the Festival on local radio station Star 102.5 FM.
- Mention in the radio ads leading up to the festival.
- PROMINENT Sponsorship Signage at the Festival.
- Free Vendor Space on the Circle at the Festival.

It costs an average of \$23 thousand each year to host the Buggy Festival each year. All sponsorships will go into general funding unless specifically earmarked for a particular event or service. Please Indicate below how you would like your Sponsorship to be utilized. Platinum and Corporate Sponsors will be named as the sponsor of the event/service they choose.

- | | | |
|--------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> T-Shirts | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Kid's Zone |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Equip Rentals | <input type="checkbox"/> Services |
| <input type="checkbox"/> General | | |

Amount of Pledge: \$ _____

Signature: _____

Date: _____

Please send agreement to: TownClerk@TownofCarthage.org or send by mail to:

Carthage Buggy Festival, 4396 Hwy 15-501, Carthage, NC 28327

An invoice will be sent to you at a later date. Thank you so much for your support of the Carthage Buggy Festival and our community. Your generosity is greatly appreciated.