



September 22nd, 2018 1st Annual

Dear Local Businesses:

The City of Sunset Hills and the City of Crestwood are holding the Inaugural SunCrest Fest on Saturday, September 22nd, starting at 11 a.m. We anticipate a highly successful event which can be attributed to first-rate musical entertainment (free to the public), quality family activities, diverse food and drink choices, and much more. We will provide a friendly and productive environment for promoting your business. Some of the highlights include:

- Parade and car cruise, starting at 10:30 a.m.
(parade route Southview School to Truman Middle School on Eddie & Park Road)
- Top-billing musical entertainment
- Great activities for the kids
- Diverse food and refreshments
- Recognition and fundraising for our great first-responders!

Sunset Hills and Crestwood are offering area merchants this opportunity through sponsorships to partner with us to make the festival a success. The festival anticipates attracting thousands of St. Louis County residents, so we believe the opportunity for marketing your business is exceptional.

The partnership program, outlined on the following pages, is intended to provide all participating businesses the opportunity to market their product or service by supporting specific events, activities or to simply assist in defraying the cost of the festival. Cash donations are the preferred method; however, merchandise, gift certificates, and other services are welcome and very beneficial to the Festival. All donations are tax deductible under Section 170C (1) of the Internal Revenue Code.

We encourage you to participate in SunCrest Fest to enhance the community and as a way to promote your business to our festival guests. You will be recognized in multiple ways before, during, and after the festival – on-site, online, and in various publications. Each sponsorship opportunity provides various ways your business can be promoted and corresponds to a level of contribution as indicated on the list on the next page:

Platinum Level *At least \$1000*

- Exclusive sponsor in specific area for your line of business (Parade, Main Stage, Transportation, etc.); additional non-competing sponsors are allowed, with approval of the committee
- Entrance into the parade for a float or ride, with approval of the parade committee
- Additional benefits specific to a particular area or activity, as presented by the committee
- Active opportunity within the fairgrounds to have a booth promoting the business and selling products, in a mutual agreed upon location (depending on availability)
- At least two (2) banner logos visible, one from the main stage location and one at the entry to the park where visitors enter via shuttles
- Business logo displayed in City Newsletters and the Call/Times Newspaper, distributed to all households within both communities
- Business logo displayed on Festival website and Facebook page, Parks and Recreation e-mail blasts (distributed to 2,000+ households), and other marketing materials distributed throughout 2018
- SunCrest Fest Official Sponsor Window Cling

Gold Level *At least \$500*

- Possible opportunities within the fairgrounds to have a booth promoting the business and selling products, in a mutual agreed upon location (depending on limited availability)
- At least two (2) banner logos visible, one from the main stage location and one at the entry to the park where visitors enter via shuttles
- Business logo displayed in City Newsletters and the Call/Times Newspaper, distributed to all households within both communities
- Business logo displayed on Festival website and Facebook page, Parks and Recreation e-mail blasts, and other marketing materials distributed throughout 2018
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Silver Level *At least \$250*

- At least one (1) banner logo visible from the main stage location
- Business logo displayed on Festival website and Facebook page, Parks and Recreation e-mail blasts, and other marketing materials distributed throughout 2018
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Bronze Level *At least \$100*

- Business logo displayed on Festival website and Facebook page, Parks and Recreation e-mail blasts, and other marketing materials distributed throughout 2018
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Sincerely,

SunCrest Fest Committee



Sponsorship Form

_____	Platinum Level	\$1,000
_____	Gold Level	\$500
_____	Silver Level	\$250
_____	Bronze Level	\$100
_____	Booth Rental	\$250
	<i>(Non-food, no electric supplied)</i>	

Please make checks payable to *SunCrest Fest, 3915 S. Lindbergh Blvd. Sunset Hills, MO 63127*

Please submit sponsorship form with form of payment.

If you have questions or concerns, please contact John Belanger at 314.843.8545 or Gerald Brown at 314.842.7265.