

SPONSORSHIP PACKET



EARTH DAY

On the Rappahannock

Saturday, April 26, 2025

11AM-5PM

Old Mill Park

Fredericksburg, VA

FXBG
Fredericksburg Parks,
Recreation & Events

EarthDayFred.com



Introduction

BACKGROUND AND OVERVIEW

Thank you for your interest in sponsoring 2025 Earth Day Festival. The Earth Day Festival is an opportunity for residents from around the region to gather together to show their appreciation for the outdoors, support environmental conservation, and learn ways to conserve and protect the planet.



The mission of the Fredericksburg Earth Day Festival is to provide an enjoyable and engaging family-friendly event devoted to environmental awareness and stewardship.

The family-friendly event features musical performances, live animals, hands-on educational activities, local vendors, non-profit organizations, food trucks, and more.

The city's past Earth Day Festivals have drawn more than 8,000 attendees to Old Mill Park in downtown Fredericksburg. We anticipate an increase in attendees this year as the event becomes more recognizable and continues to grow.

Become a Sponsor

There are many unseen expenses to making this fantastic festival happen. From administration and set-up to portable restroom rentals, marketing, volunteer food, live music, and much more.

We need YOU to make the 2025 Earth Day Festival great! You can help to make this year's Earth Day Festival another fantastic and FREE family-oriented event. The Earth Day Festival will feature a Virtual BioBlitz leading up to the festival on Saturday, April 26. The Earth Day Festival will offer interactive demonstrations, live music, food and drink vendors, exhibitors, and over 100 vendor booths.

Help us keep Earth Day FREE for the public. We need funds for:

- Marketing
- Stage and set-up costs
- Live Music
- Portable Restroom rental
- Volunteer food
- Administration and more!



Sponsorship Levels

Title Sponsor- \$10,000 (limited to 1 sponsor)

- Title Sponsorship of the event (advertised and announced during the event)
 - Name added to event title
- On-site booth in a prominent location
- Logo/name/link listed on flyers, website (Home and Sponsor pages)
- Mentioned in all Earth Day related social media posts
- 30-second promotional video with Parks & Rec staff; the video will be playing in the lobby of the Dorothy Hart Community Center and posted to the Parks & Rec Facebook page
- If you choose to have a booth at the event you will be included as a stop on our scavenger hunt

Attraction Sponsor- \$2,000+

- Sponsor specific attractions at the festival (Rockwall, pool, stage, etc.)
 - Signage will credit your organization
- On-site booth in a prominent location
- Logo/name/link listed on flyers, website (Home and Sponsor pages)
- Mentioned in two social media posts
- If you choose to have a booth at the event you will be included as a stop on our scavenger hunt



Sponsorship Levels, Cont.

Platinum Eco Hero- \$1,000+

- On-site booth for the festival
- Logo/name/link listed on flyers, website (Home and Sponsor pages)
- Mentioned in one social media post
- If you choose to have a booth at the event you will be included as a stop on our scavenger hunt



















Gold Earth Steward- \$500+

- On-site booth for the festival
- Logo/name/link listed on flyers, website (Sponsor page)
- If you choose to have a booth at the event you will be included as a stop on our scavenger hunt

In-Kind Sponsor- Item value =\$500+

- On-site booth for the festival
- Logo/name/link listed on flyers, website (Sponsor page)
- If you choose to have a booth at the event you will be included as a stop on our scavenger hunt

Sponsorship Level Breakdown

	Title \$10,000+	Attraction \$2,000+	Platinum \$1,000+	Gold \$500+	In-Kind \$500+
Logo/name/link listed on flyers and website					
On-site booth included as a stop on Scavenger Hunt					
Included in social media post(s)					
Prominent location for On-site booth					
Sponsor specific attractions at the festival (Rockwall, pool, stage, etc.) with signage crediting your organization					
Name added to event title					
30 second promotional video that is displayed at Dorothy Hart Community Center & posted to the Department's Facebook					



2025 EARTH DAY FESTIVAL SPONSORSHIP APPLICATION

The below information is required to be submitted by **February 26, 2025**. Applications can be submitted by email, mail, or drop off at the Dorothy Hart Community Center.

Organization :

Contact Name :

Address :

City :

State : Zip Code :

E-Mail : Phone :

Sponsorship Level

<input type="checkbox"/> TITLE SPONSOR (\$10,000+)	<input type="checkbox"/> ATTRACTION SPONSOR (\$2,000+)
<input type="checkbox"/> PLATINUM SPONSOR (\$1,000+)	Attraction:
<input type="checkbox"/> GOLD SPONSOR (\$500+)	<input type="checkbox"/> Rock Wall <input type="checkbox"/> Stage
<input type="checkbox"/> IN-KIND SPONSOR (\$500+)	<input type="checkbox"/> Paddling Pool <input type="checkbox"/> Sensory Friendly Zone

Sponsorship Total :

On-Site Booth

Booth On-Site : Yes No

If setting up a booth on-site:

Hands-on Activity :

Location Preference :

Vendor Guidelines and event details continued on next page for those setting up a booth on-site. Please agree to each guideline by checking them.

More Information :
 408 Canal Street, FXBG, VA 22401
 (540) 372-1086 x213
 cmbrown@fredericksburgva.gov
 www.earthdayfred.com

Signature Of Applicant



2025 EARTH DAY FESTIVAL

VENDOR GUIDELINES

Vendors participate in the Earth Day Festival by setting up a booth for the public to explore and enjoy. As a vendor, you must agree that you understand each of the guidelines below by checking them:

- Interactive Exhibit** - We require your site to be interactive! Hands-on activities, demos, games, and exhibits will engage participants and give Earth Day the profound punch it needs! Be prepared for WIND!
- Tables & Chairs** - Vendors **MUST** provide their OWN tables and chairs
- Canopy** - Vendors **MUST** provide a 10'x10' pop-up canopy for your site! All tents **MUST** be weighted and/or staked down.
- Generators** - Limited to our licensed food vendors **ONLY**
- Merchandise** - Vendors may sell items related in some way to the Earth Day message of conservation and sustainability.
- Green Event** - This is a certified green event so all exhibitors may not give/sell styrofoam, plastic straws, or balloons. all recyclable materials should be recycled. Please limit flyers and handouts that increase waste.
- Set-Up** - Begins at 8:30am. Every vendor **MUST** be in place and ready at 10:30am. No vehicles will be allowed on the field after 10:30am. Event starts at 11am / ends at 5pm.
- Parking** - Weather permitting, you will be allowed to drive up to your booth site to drop off supplies before 10:30am. Vendor vehicles will be parked in designated vendor parking.
- Vendor Meetings** - Every vendor **MUST** send a representative to **ONE** of the two offered vendor meetings leading up to the event. Vendor Meetings are scheduled for **Tuesday, April 15 at 10am OR 6:30pm** at the Dorothy Hart Community Center.
- Application** - Event Organizers reserve the right to accept/deny your application. You will be notified via email within 2 weeks of submission.

Exhibit Contest

Get creative with your booth and WIN in these categories: Most Hands-on Exhibit, Most Creative Exhibit, Best Earth Day Idea. Winners will be announced on the stage at 3pm (you will be notified to come to the stage).

Festival Info

Location: Old Mill Park
Date: Saturday, April 26, 2025
Time: 11am - 5pm
Website: www.earthdayfred.com

Email or mail completed application to:
Callie Brown, Superintendent of Recreation
cmbrown@fredericksburgva.gov, 540-372-1086 x213
408 Canal Street, FXBG, VA 22401

Agreement

My business/organization agrees to all the vendor guidelines listed in this application. (sign below)

Signature Of Applicant

Date