

# 2023

## SPONSORSHIP & PARTICIPATION



**Sept. 30 - Oct. 7**



[essexvt.org/explore](http://essexvt.org/explore)

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# Explore Essex Questions and Answers

[www.essexvt.org/explore](http://www.essexvt.org/explore)  
81 Main St., Essex Junction, VT 05452  
Phone: (802) 878-1341  
E-mail: [hello@essex.org](mailto:hello@essex.org)

## What is Explore Essex?

Explore Essex - the town that has a little bit of everything. From local farms, forests, and recreational amenities to amazing restaurants, shopping, and entertainment, Essex has an appealing interface between town and country. Enjoy all that the fall season brings our way with a perfect balance between homestyle comfort, outdoor fun, and artful and creative inspirations and music. Essex is where it all comes together!

- **NEW THIS YEAR!** Festival goers will appreciate a week-long **passport event** as they explore the many parks, businesses, and historical spots in Essex.
- Businesses, stores, and restaurants are encouraged to hold pop-up events, demonstrations, provide samples, specials, etc. during the week as the festival passport week is promoted through social media, television, radio, and online/printed news.
- Nonprofit organizations are welcome to participate with fundraising events and special engagements to promote nonprofit services and work in Essex.
- The week will be topped off with a **day of community-focused events** held at one of Essex's beautiful town parks. There will be music, special kid-themed fun, food, and drawings for the Giveaway Exploraganza.

## How can my business or organization be involved?

There are several ways you can participate.

1. **Host an activity during PASSPORT WEEK.** Hold a demonstration, plan a scavenger hunt, hold a fundraiser, feature a special guest, or hire a musician. The ideas are limitless! Submit your concept to the committee and earn a spot on the official event schedule with potential to become a "passport stop" for the Giveaway Exploraganza.
2. **Donate to the Giveaway Exploraganza.** Essex businesses may donate a product or service worth at least \$25 up to \$499 and receive promotion of your business and organization on all Giveaway Exploraganza advertising, which includes posters, event website, and event social media. This is a great opportunity to advertise specials for the week! Donating to the Giveaway Exploraganza includes the option to become a passport stop.
3. **Become a sponsor.** Contact us for a customized sponsorship or choose a sponsorship level that fits well with your business promotional goals.

## What is the Giveaway Exploraganza?

The Giveaway Exploraganza is popular! Last year, 100+ names were drawn and the lucky ticket holders received beautiful gift baskets, prizes, and gift certificates totaling over \$5,200 in value.



Explore Essex will promote participation at various activities and locations during the event. Attending Explore Essex activities **and passport stops** earns the attendees chances for the Giveaway Exploraganza. The more you attend during the week, the more chances you have at the drawings!

Your participation could earn you a spot in the Explore Essex event schedule. In addition to being available on the event website, the EXPLORE PASSPORT is a printed booklet and schedule of events and activities for the entire week and will be available in stores and various Essex locations and passport stops. The Giveaway Exploraganza posters will be on the website, on social media posts, and at all information booths and event activities. The Giveaway Exploraganza generates a lot of attention on social media. Sign up to get your business name on all of it!

## How will shoppers know to visit my business during Explore Essex?

The Explore Essex event will have advertising and promotion through radio and television, social media, and printed posters, banners, and flyers. Once you decide the best way for your business to participate, SIGN UP! The more involved you are, the more you donate or sponsor, the more your business/organization will be promoted!

### OTHER TIPS:

- Offer some fun specials and discounts during the festival week. Let your shoppers know what you are promoting by using the Explore Essex social media tool kit (find it on [www.essexvt.org/explore](http://www.essexvt.org/explore)) and download event logos and a few ideas. You can choose to offer deals on just one day or during the entire week.
- Offer a coupon. Have you heard? PEOPLE LOVE A GOOD DEAL. Coupons are a fantastic way to get people to your store or restaurant.
- Have your own in-house contest or raffle where customers receive a chance just for coming through the door. If you have an email subscriber list, ask them to sign up to receive a chance at the drawing.
- Invest in some banners, posters, and flyers to draw customers and to let them know ahead of the festival that your business must be on their checklist of places to go.
- FREEBIES - Use the Explore Essex social media tool kit to let event-goers know where to go!

## Important Dates

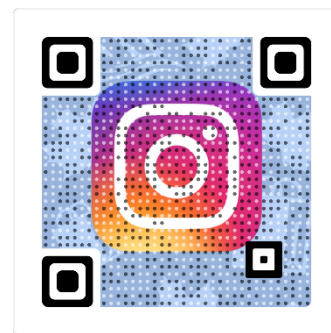
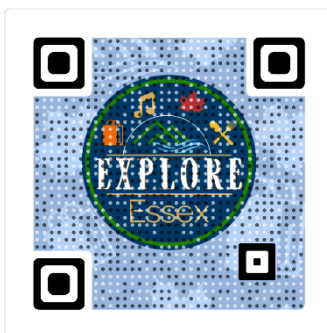
July 21	Deadline to sign up as an official SPONSOR
August 18	Deadline to sign up as a Participating Business
Sept. 30 - Oct. 7	EXPLORE ESSEX!

### Don't miss this opportunity to promote your brand, increase foot traffic and invite new customers!

The Explore Essex fall festival is local. It's in your backyard. This is a valuable opportunity to showcase your business and grow! Festivals and community gatherings enable you, as a business owner, to interact with current and prospective customers, let them know what you have to offer, and provide discounts, promotional items, specials, and fun events to encourage them to shop with you in the future. You may also connect with other business owners and organizations in the community potentially leading to valuable relationships with your neighbors.

### The Town of Essex is excited to support local businesses. We are happy to be working with you!

All forms in this packet are found online at [www.essexvt.org/explore](http://www.essexvt.org/explore).





# Explore Essex Become a Sponsor

[www.essexvt.org/explore](http://www.essexvt.org/explore)

81 Main St., Essex Junction, VT 05452

Phone: (802) 878-1341

E-mail: [hello@essex.org](mailto:hello@essex.org)

## What does sponsorship support?

Your sponsorship will support the activities, festival costs, and promotion of this annual event. Becoming a sponsor will send the message that you care about the Town of Essex and all that it offers to the local area. Festival goers will appreciate a week-long passport event as they explore the many parks, businesses, and historical spots in the Town of Essex. The passport week will begin September 30<sup>th</sup> and is designed to promote shopping, dining, local nonprofit participation, and educational opportunities about local landmarks and historical spots. The end of the passport week will conclude on October 7<sup>th</sup> with a community gathering to enjoy food, music, children’s events, and grand drawing of prizes.

## SPONSORSHIP TIERS

LEVEL	BUSINESS BENEFITS
Gold Sponsor (3 available) - \$2,000 and up	<ul style="list-style-type: none"> <li>• <b>Premier branding with your business logo on signage for entertainment events including band/musician performances</b></li> <li>• <b>Premier placement with your business logo on festival printed materials and digital advertising/branding opportunities, including but not limited to, schedule brochures, passports, clothing, posters, social media event pages, event website</b></li> <li>• <b>Sponsor acknowledgement on select radio/tv advertising</b></li> <li>• Sponsor acknowledgement included with entertainment and activity introductions</li> <li>• Premier booth space during the community gathering (October 7)</li> </ul>
Silver Sponsor (6 available) - \$1,000 to \$1,999	<ul style="list-style-type: none"> <li>• <b>Sponsor acknowledgement included with entertainment and activity introductions</b></li> <li>• <b>Promoted branding</b> with logo on festival printed materials and digital advertising/branding opportunities, including but not limited to, schedule brochures, passports, clothing, posters, social media event pages, event website</li> <li>• Booth space during the community gathering (October 7)</li> </ul>
Bronze Sponsor (10 available) - \$500 to \$999	<ul style="list-style-type: none"> <li>• Your logo on festival printed materials and digital advertising/branding opportunities, including but not limited to, schedule brochures, passports, clothing, posters, social media event pages, event website</li> <li>• Booth space during the community gathering (October 7)</li> </ul>
Customized Sponsorship <b>Examples: sponsoring a chili cook-off, 5k run, bike parade, antique demonstration, coffee station, etc.</b>	<ul style="list-style-type: none"> <li>• Your logo on festival printed materials and digital advertising/branding opportunities, including but not limited to, schedule brochures, passports, clothing, posters, social media event pages, event website</li> </ul>

**SPONSORSHIP - DEADLINE TO SIGN UP: July 21**

**Return to [hello@essex.org](mailto:hello@essex.org) or mail/drop off at Town Offices at 81 Main St., Essex Junction**

**Let us know the best way to meet your sponsorship goals!**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Website address: \_\_\_\_\_

What would you like to sponsor? \_\_\_\_\_

Value (in dollars) of your sponsorship: \_\_\_\_\_

\_\_\_\_\_  
Business Owner/Representative signature

\_\_\_\_\_  
Date



# Explore Essex

## Become a Participating Business

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Essex businesses may donate a product or service worth at least \$25 up to \$499 and receive promotion of your business and organization on all Giveaway Exploraganza advertising, which includes posters, event website, and event social media. The more you donate, the more of a promotional highlight you will receive, including added posts to social media with links to your business and description of your products or services.

**The Giveaway Exploraganza generates a lot of attention on social media. Instagram and Facebook users "share" the posts with others. Sign up to get your business name on it all!**

### **Optional: ATTRACT EVEN MORE FOOT TRAFFIC BY HOSTING AN ACTIVITY, DEMONSTRATION, OR PERFORMANCE**

Have you ever thought of holding an activity but realized that alone, it was too small to create a buzz? The Explore Essex fall festival is an outstanding opportunity to try it out!

Submit your idea to the Explore Essex committee and you could earn a spot on the official event schedule. In addition to being available on the website and the event social media pages, the event schedule is included in the passport with a list of activities for the entire week. These passports will be available in stores and at various locations prior to the festival and at all activities.

**People will be holding onto the passport all week. Be sure your business name makes it into their hands! Here are some activity ideas:**

- Host a movie night or matinee
- Hire a solo performer to play acoustical music in your store ([contact us for a list of interested performers](#))
- Plan children's activities or games
- Sponsor and organize a tournament, game, or race (cribbage, car show, BINGO, bowling, cardboard boat race-yes, that's a thing!)
- Hold a product demonstration
- Host a demonstration from an artist or tradesman. This could be a demo about something new or something old (who doesn't love to learn about the old days!)
- Hold an Open House

*Businesses are encouraged take advantage of the [Explore Essex social media tool kit](#) and advertise discounts or specials during the event week! Passport Week is September 30 – October 7.*

**SIGN UP TO BECOME A PARTICIPATING BUSINESS - DEADLINE TO SIGN UP: August 18**  
Return to [hello@essex.org](mailto:hello@essex.org) or mail/drop off at Town Offices at 81 Main St., Essex Junction

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

STREET address (where are you located?): \_\_\_\_\_

Email: \_\_\_\_\_

Website address: \_\_\_\_\_

Do you give permission for Explore Essex to use your business logo for event promotion?    Yes     No

Please list any “Explore Essex specials” you are offering during the event week that we can advertise for you! This could include BOGO, special acts playing at your establishment, discounts, deals, etc. The more incentives we offer during Explore Essex, the bigger the attraction! **Passport week is September 30 – October 7. Your specials can be for just one day or for the entire week.**

*Optional:* Are you interested in hosting an activity during the event week? Please tell us about your special activity, demonstration, or performance you are planning for Explore Essex. Provide as many details as possible!

If you are hosting an activity, please provide the date(s) and time(s). Passport week is September 30 – October 7.

*(continued on next page)*

(Sign up as a Participating Business continued)

To be listed as a participating business, the Explore Essex Committee is asking each participating business to donate a service, product or gift certificate to be used in advertising leading up to and during the Explore Essex festival. This is a great way to advertise your business and draw attention to this community-wide event. **What is your business willing to donate?**

What is the value of your donation? \_\_\_\_\_

Signing up to donate to the Giveaway Exploraganza includes the opportunity to be a listed stop for the passport event. The week-long event encourages festival goers to stop by your business and receive a “stamp” in their passport for chances to win prizes from the Giveaway Exploraganza. Being a passport stop will require you to stamp/mark passports from those who visit your business during your normal business hours that week. To comply with the rules of the drawing, **a purchase is not necessary to receive the stamp** (although you may find some ways to entice those who visit to stay and shop). Your business logo and name will be listed with the passport to provide you with some additional exposure and foot traffic. Providing a special sale or a coupon are ideal incentives to encourage people to stop in and visit again!

Would you like to be included in the passport as a stop? Yes  No

\_\_\_\_\_  
Business Owner/Representative signature

\_\_\_\_\_  
Date

*Hosting an activity: your submission is subject to a selection process. The Explore Essex committee has final approval of activities to be included on the Explore Essex event schedule. Activities should fit well with the spirit of the festival. Submissions may be eliminated if they are a duplication or similar to another activity. There may be limitations on the number of activities.*

*Submitting an activity does not guarantee you a space on the event schedule. You will be notified if your event has been accepted. It is the intent of the Explore Essex committee to provide a variety of fun and interesting activities for attendees.*