



Greetings Chamber Members,

The mission of the Fayette County Chamber of Commerce is "To Serve as the voice for the business community, providing leadership and vision that encourages a favorable business environment and economic expansion in Fayette County. "

NBA championship coach Pat Riley once said, "There are only two options regarding commitment. You're either IN or you're OUT. There is no such thing as life in-between." With this in mind, June 2018 is going to be a lot of fun: the Sports Festival is back and will be re-branded the:

### **"New River Gorge Sports and Car Festival"**

The sports festival will be an event hosted by the Chamber, but as is our mission, will directly benefit the entirety of the business community of Fayette County. All events will be conducted in Fayette County; encourage support of Fayette County businesses; and any Fayette County entity can be involved. As a sponsor, your business will be highlighted during marketing of the event, including on the t-shirts that participants will receive. Our goal is to attract participants from all over the state and even the country to visit our great county and patronize all the great businesses that call Fayette County home.

In addition to this exposure, prize winners for the events will earn Fayette county gift certificates that can only be used at businesses that are both members of the chamber and sponsors. For example, if your business chooses to be a \$100 sponsor, the winner of the golf event can present their certificate at your business and the chamber will reimburse you dollar for dollar. Any business sponsor could be reimbursed their entire sponsorship, or more = FREE MARKETING!

There are three levels of sponsorships:

\$1,000 Lead Sponsor (3 total, 1 remaining) – Featured on all marketing materials and will be featured on the front of the t-shirt

\$500 Event Sponsor (5 total, 3 remaining) – Featured prominently at the individual event and on the front of the t-shirt

\$100 Sponsor- Featured on the back of the t-shirt

Included with this letter is a sponsorship form and a tentative schedule of events. Please consider joining your Chamber and promoting our county by being a sponsor and encouraging participation in the events.

Sincerely,

Sharon Cruikshank, Executive Director

Aaron Kemlock, Chamber Chair

# New River Gorge Sports and Car Festival Sponsorship Form

## Gold Level

\$1,000

3 Sponsorship Opportunities Available **(First Come, First Served Basis)**  
Prominently featured on all marketing materials and on the front of the T-Shirt Must be a Chamber Member to be eligible for reimbursement of participant gift certificates

## Silver Level

\$500

5 Sponsorship Opportunities Available **(First Come, First Served Basis)**  
Prominently featured on specific event materials and on the front of the T-Shirt Must be a Chamber Member to be eligible for reimbursement of participant gift certificates

## Bronze Level

\$100

Featured on the back of the T-shirt  
Must be a Chamber Member to be eligible for reimbursement of participant gift certificates

\_\_\_\_\_ My business would like to be a **Gold** Level Sponsor – Payment is due by May 15, 2018

\_\_\_\_\_ My business would like to be a **Silver** Level Sponsor – Payment is due by May 15, 2018

I would prefer to sponsor the following event:

\_\_\_\_\_ Car Show & Parade

\_\_\_\_\_ Disc Golf Tournament

\_\_\_\_\_(Taken)\_\_\_\_\_ Bowling Tournament

\_\_\_\_\_(Taken)\_\_\_\_\_ Golf Tournament

\_\_\_\_\_ 5K/10K Race

\_\_\_\_\_ My business would like to be a **Bronze** Level Sponsor – Payment is due by May 15, 2018

Business Information; please include Name, Address, Phone, Email & Name of Contact  
Make checks payable to: Fayette County Chamber of Commerce

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