

2011 Clifton Day Sponsorships

The Clifton Day celebration is a time-honored family tradition dating back over 40 years. Each year, thousands of area residents circle the Sunday of October's Columbus Day weekend on their calendars in anticipation of another fun-filled family outing. Family and relatives are packed into the SUV and kids are jumping up and down to board the VRE train. All are destined for Fairfax County's best-kept secret . . . the historic Town of Clifton, VA.

One day a year the residents of Clifton close down the streets and put on their volunteer hats to welcome the general public to their sleepy little town. The streets are lined with vendors and specific areas are cordoned off for special activities such as horseback rides, Civil War reenactments, Craft Fairs, and the demonstrations. It is essentially an old time country fair complete with live music, historic displays, and barbecues.



Local charities are the largest benefactors of the day, as food and parking proceeds go exclusively into the coffers of groups such as the Boy Scouts, Girl Scouts, Lions, Acacia Lodge, local churches, and the Clifton Betterment Association (CBA – your official host).

By 10:00 a.m. the streets are literally packed with people drawn by a select group of vendors including antique dealers, unique craftsmen, children's entertainment vendors, rare collectibles dealers, and more. The average Clifton Day celebration will draw up to 25,000 people over the course of the day.

The CBA is offering a series of sponsorship opportunities for the business community and generous families. We hope that you will recognize the potential marketing exposure presented in an environment such as the Clifton Day Celebration. Attached you will find a menu of sponsorship programs with varying levels of benefits associated with separate levels of donations. We would be honored if you would review the list and select a program that best fits your means and objectives. With your assistance, we can further enhance the recognition of this unique tradition, and support a host of deserving local charities along the way. For sponsorship information, please check www.cliftonday.com or call us at (703) 968-0740. If you do nothing else, please circle Sunday, October 10th on your own calendar and come join in the fun.

Michelle

Michelle Stein
CBA President
info@cliftonvirginia.org

Fred

Fred Ansick
Clifton Day Chairman
fansick@verizon.net

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CORPORATE - \$5000 Sponsorship Benefits:

- ▶ Your Logo in Patron Flyer and on Cliftonday.com website
- ▶ Your Logo on "Thank our Sponsors" signs in Parking Lots
- ▶ Company Name in press releases
- ▶ 10 Tickets to Hospitality Area
- ▶ 5 Parking Passes
- ▶ 4 Announcements from Stage
- ▶ 1 Booth

First \$5000 sponsor will be the Stage sponsor and have a sign on the Stage

GOLD - \$2500 Sponsorship Benefits:

- ▶ Your Logo in Patron Flyer and on Cliftonday.com website
- ▶ Company Name on "Thank Our Sponsors" signs in Parking Lots
- ▶ Company Name in press releases
- ▶ 8 Tickets to Hospitality Area
- ▶ 4 Parking Passes
- ▶ 2 Announcements from the Stage
- ▶ 1 Booth

SILVER - \$1000 Sponsorship Benefits:

- ▶ Company Name in Patron Flyer
- ▶ Company Name on "Thank Our Sponsors" signs in Parking Lots
- ▶ 6 Tickets to Hospitality Area
- ▶ 3 Parking Passes

BRONZE - \$500 Sponsorship Benefits:

- ▶ Company Name in Patron Flyer
- ▶ Company Name on "Thank Our Sponsors" signs in Parking Lots
- ▶ 4 Tickets to Hospitality Area
- ▶ 2 Parking Passes

PLEASE PROVIDE YOUR INFORMATION

SPONSORSHIP LEVEL: _____

BUSINESS NAME: _____ CONTACT: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIPCODE: _____ PHONE: _____

EMAIL ADDRESS: _____

*Complete form and send to **Clifton Day Sponsor, PO Box 94, Clifton VA 20124***

Any questions please call
(703) 968-0740 or email info@cliftonvirginia.org

Vendor Registration and Additional Information Available at www.cliftonday.com