



# WATER MELON FESTIVAL

*A Slice of the Good Life*



## 2022 SPONSORSHIP KIT

[MONTICELLOWATERMELONFESTIVAL.COM](http://MONTICELLOWATERMELONFESTIVAL.COM)



Monticello-Jefferson County  
CHAMBER OF COMMERCE





## ABOUT THE MONTICELLO WATERMELON FESTIVAL

On behalf of the Monticello-Jefferson County Chamber of Commerce, Board of Directors, and Watermelon Festival Committee we invite you to be a part of the 71st Annual Watermelon Festival.

A summertime tradition in Monticello since 1949, the Watermelon Festival brings out the local community, visitors and the South in everyone. Our 2021 festival was one for the record books and we are planning bigger and better things for 2022.

From pageants to parades, bed races and barbeque, this event offers small town fun for the entire family. For those who would rather not exert themselves in the summer heat, we're offering delicious food, street dancing and of course sweet slices of watermelon.

Our theme for this year is "Sweetest Smiles of Summer," and we plan to provide plenty!

### **EXECUTIVE SUMMARY**

#### **DATES**

June 17-18, 2022

#### **LOCATION**

Historic Downtown Monticello, Florida

#### **ATTENDANCE**

Estimated 6,000-8,000 at combined events

#### **PRODUCED BY**

Monticello-Jefferson County Chamber of Commerce

#### **CONTACT**

Katrina Richardson, TMP, Executive Director  
850.997.5552 | [info@monticellojeffersonfl.com](mailto:info@monticellojeffersonfl.com)

# NUMBERS

## WEBSITE

**10,498**  
site sessions

**7,086**  
unique visitors

## SOCIAL MEDIA

**62.2K**  
total reach

**244%**  
increase in likes and  
followers

**37.7K**  
total engagement

## SOUVENIR BOOKLET

**5K**  
copies distributed

## MEDIA IMPRESSIONS

**658K**  
digital billboards

**5.6K**  
regional email blast

**395K**  
Fun4Tally Kids website





## PREMIER SPONSORSHIP | \$10,000

The Monticello Watermelon Festival Premier Sponsorship is designed for a company looking to make an impact at the regional level. Marketing benefits provide a unique and organic way to reach target markets in Monticello, Tallahassee, Thomasville, Madison and surrounding communities in South Georgia and North Florida. The following opportunities are available at the Premier Sponsorship level and additional marketing opportunities will be tailored to your organization's needs.

### SPONSORSHIP BENEFITS

- Business Name and/or Logo Prominently Placed on Festival Marketing Collateral
- Business Logo Linked on Festival Website and Chamber Website
- Sponsor Recognition on News Coverage, TV/Digital Advertisements, and Radio Advertisements
- Corporate Sign/Banner Recognition
- Festival Parade Float Entrance
- Full Page Color Ad in Souvenir Booklet
- Two Booth Spaces at Festival
- Recognition and Speaking Opportunity at Festival Events
- Social Media Targeting for Event
- Reserved Table at Festival Kick-off Event



## FESTIVAL SPONSORSHIP | \$5,000

The Monticello Watermelon Festival Sponsorship is designed for a company looking to make an impact at the regional level. Marketing benefits provide a unique and organic way to reach target markets in Monticello, Tallahassee, Thomasville, Madison and surrounding communities in South Georgia and North Florida. The following opportunities are available at the Festival Sponsorship level.

### SPONSORSHIP BENEFITS

- Business Name and/or Logo Placed on Festival Marketing Collateral
- Business Logo Linked on Festival Website and Chamber Website
- Corporate Sign/Banner Recognition
- Festival Parade Float Entrance
- Full Page Color Ad in Souvenir Booklet
- One Booth Space at Festival
- Social Media Targeting for Event
- Reserved Table at Festival Kick-off Event



## PAGEANT SPONSORSHIP | \$3,000

The Monticello Watermelon Festival Pageant Sponsorship is designed for a company looking to make an impact at the regional level. Marketing benefits provide a unique and organic way to reach target markets in Monticello, Tallahassee, Thomasville, Madison and surrounding communities in South Georgia and North Florida. There are **two** sponsorships available: The Watermelon Festival Little Girls Pageant and The Watermelon Queen Pageant. The following opportunities are available as a Pageant sponsor.

### SPONSORSHIP BENEFITS

- Business Name and/or Logo Prominently Placed on Pageant Marketing Collateral
- Business Logo Linked on Festival Website and attached to Pageant Icon
- Corporate Sign/Banner Recognition (provided by sponsor)
- Full Page Color Ad in Souvenir Booklet
- Recognition and Speaking Opportunity at Pageant
- Social Media Targeting for Event
- Two Tickets to Pageant Event



## FESTIVAL EVENT SPONSORSHIP | \$1,000

The Monticello Watermelon Festival Event Sponsorship is designed for a company looking to make an impact at the regional level. Marketing benefits provide a unique and organic way to reach target markets in Monticello, Tallahassee, Thomasville, Madison and surrounding communities in South Georgia and North Florida. Available events:

- Kick Off Dinner\* (2 Available)
- Bed Race\*\* (2 Available)
- Baby Photo Contest
- Family Entertainment (3 Available)
- Street Dance (2 Available)
- Beer Garden\*\*\*
- Watermelon Games
- Platform Events
- Parade Sponsorship\*\*\*\* (3 Available)

### SPONSORSHIP BENEFITS

Business Logo Linked on Festival Website and attached to Event Icon

Corporate Sign/Banner Recognition at Sponsored Event (provided by sponsor)

Full Page Color Ad in Souvenir Booklet

Social Media Targeting for Event

\*Reserved Table at Kick Off Dinner

\*\*Includes Bed Race Entry

\*\*\*Business Logo on Cups used at Beer Garden

\*\*\*\*Festival Parade Float Entrance





## SOUVENIR BOOKLET SPONSORSHIP

- PLATINUM SPONSOR \$600**  
(Premium Placement | Limited Availability)  
Back Cover of Souvenir Booklet  
Ad Size: 5.5" x 8.5" (with bleed 5.75" x 8.75)  
Digital Ad Published to Festival Website
- GOLD SPONSOR \$450**  
(Premium Placement | Limited Availability)  
Full Page Ad in Souvenir Booklet; Inside Front Cover and Back Cover  
Ad Size: 5" x 8"  
Digital Ad Published to Festival Website
- GOLD SPONSOR \$400**  
Full Page Ad in Souvenir Booklet  
Ad Size: 5" x 8"  
Digital Ad Published to Festival Website
- SILVER SPONSOR \$225**  
Half Page Ad in Souvenir Booklet  
Ad Size: 5" x 4"  
Digital Ad Published to Festival Website
- BRONZE SPONSOR \$150**  
Qtr Page Ad in Souvenir Booklet  
Ad Size: 2.5" x 4" (Horizontal) or 5" x 2" (Vertical)  
Digital Ad Published to Festival Website
- DONOR SPONSOR \$100**  
Eighth Page Ad in Souvenir Booklet  
Ad Size: 2.5" x 2"  
Digital Ad Published to Festival Website

All artwork should be submitted as a full color, print ready file. Please leave a 1/4" margin for text. Acceptable file formats are .pdf, .ai, .eps, .jpg or .tif. All images should be at least 300 dpi.