Town of Haymarket
2023 Annual Sponsorship Packages
“Everyone’s hometown...”

In 2023, the Town of Haymarket will be hosting five community events to celebrate our Town, Police Department and greater community!

**Farmers’ Market Season, Every Sunday** April 23rd - November 19th, 9:00am-1:00pm

**Police Department’s National Night Out**, August 1st, 5:00 pm - 8:00 pm

**Haymarket Summer Concert**, August 19th, 4:00 pm - 8:00 pm

**34th Annual Haymarket Day**, October 21st, 10:00 am - 4:00 pm,

  Haymarket Day Parade starts promptly at 10:00 am

**Christmas and Holiday Celebration**, December 9th, 2:00 pm - 6:00 pm

The Town is looking for Community Partners and Sponsors. Please see below for a variety of Sponsorship Packages. If you are interested in becoming a Sponsor or Community Partner, please contact Rachel Sawyer, Event Coordinator at (703) 753-2600 or events@townofhaymarket.org.
Platinum Sponsorship – Hometown Partner $7,500.00

- Sponsor will be recognized on all printed advertisements and publications for ALL FIVE Town Events, including the weekly Farmers Market.
- Sponsor will be featured on the Town 2023 Commemorative T-Shirt and Town Event Staff T-Shirts.
- Sponsor’s logo and hyperlink will appear on the Town of Haymarket’s main website page until the next Sponsorship season (March 2024).
- Sponsor will be included on the Town Website’s Hometown Partner Page with a biography and information provided by the Sponsor.
- Sponsor will be included in all Social Media Blasts regarding each event, when appropriate, through name recognitions, tags and hashtags (up to 3 hashtags). Sponsor will be required to provide this information to ensure accuracy.
- Sponsor will be announced at all Town Events by the MC/DJ at each event as the Hometown Partner.
- Logo will appear on the Town Banner in the Platinum Section; Banner will be displayed at all events.
- 12’ x 12’ Vendor Booth Space at the Community Garden Event, Haymarket Day and Haymarket Summer Concert.
- A sponsor sign present at the Farmers’ Market for the entire season with name, logo and contact information.
- Logo on the Farmers’ Market outdoor sign to be placed on the green area in front of town hall announcing the market each weekend.

Offerings for Haymarket Day

- Sponsor will receive a custom banner with Sponsor Name and logo to carry in the Haymarket Day Parade.
- Sponsor will be invited to be a Guest Judge for the Haymarket Day Parade.

Gold Sponsorship – Community Partner $5,000.00

- Sponsor will be recognized on all printed advertisements and publications for all seven Town Events.
- Sponsor will be featured on the Town Event Staff T-Shirts.
- Sponsor’s logo and hyperlink will appear on the Town of Haymarket’s main Website Page until the end of the year.
- Sponsor will be announced at each event by the MC/DJ through the day of events.
- Sponsor will be included on the Town Website’s Community Partner Page with a biography and information provided by the Sponsor.
- Sponsor will be included in all Social Media Blasts regarding each event, through name recognitions, tags and hashtags (up to 3 hashtags). Community partner will be required to provide this information to ensure accuracy.
- Logo will appear on the Town Banner in the Gold Section at each event.
- 12’ by 12’ Vendor Booth Space at Farmers’ Market (to advertise your business), Haymarket Day, and Summer Concert.
• Logo on the 2023 Farmers’ Market Season banner announcing it each weekend to be placed in the green space in front of town hall.

**Silver Sponsorship – Town Partner $2,500.00**

- Sponsor will be recognized on all printed advertisements and publications for all seven Town Events
- Sponsor will be featured on the Town Event Staff T-Shirts.
- Sponsor’s logo and hyperlink will appear on the Town of Haymarket’s main website page until the end of the year
- Sponsor will be announced at each event by MC/DJ throughout the day of events
- Sponsor will be included in all Social Media Blasts regarding each event, through name recognitions, tags and hashtags (up to 2 hashtags). Town partner will be required to provide this information to ensure accuracy
- Logo will appear on the Town Banner at all Town Events in the Silver Section
- 12’ by 12’ Vendor Booth Space at Farmers’ Market, Haymarket Day and Haymarket Summer Concert.
- Logo on the 2023 Farmers’ Market Season banner announcing it each weekend to be placed in the green space in front of town hall.

**Bronze Sponsorship – Business Partner $1,000.00**

- Sponsor’s logo and hyperlink will appear on the Town of Haymarket’s main website page until the end of the year
- Logo will appear on the Town Banner at all Town Events in the Bronze Section.
- 12’ by 12’ Vendor Booth Space at Haymarket Day

**Event Specific Sponsorships:**
This is an opportunity for our smaller businesses to take an active role in their community! These sponsorships are lower in cost to accommodate even the smallest of businesses!

1. **Farmers’ Market Season Sponsorship- $500.00**
   - This is for the ENTIRE season of the market. (April-November)
   - Logo on the 2023 Farmers’ Market Season banner announcing it each weekend, to be placed in the green space in front of Town Hall.
   - Sponsor will be included on social media posts by the Farmers’ Market, tagged, and tagged on any reels/videos.
   - Ability to “drop in” 3 markets in the season and have a table/tent to advertise your business.

If you are interested in a Sponsorship Package, please contact Rachel Sawyer at (703) 753 – 2600 or email events@townofhaymarket.org