



Town of Haymarket 2024 Annual Sponsorship Packages

"Everyone's hometown..."

In 2024, 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 21st - November 10th, 9:00am-1:00pm

Police Department's National Night Out, August 6th, 5:00 pm - 8:00 pm

Haymarket Summer Concert, August 17th, 4:00 pm - 8:00 pm

35th Annual Haymarket Day, October 19th, 10:00 am - 4:00 pm,

Haymarket Day Parade starts promptly at 10:00 am

Christmas and Holiday Celebration, December 14th, 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 2024 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 2025).
- 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 five 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 Community Garden Event, Haymarket Day, and Summer Concert.
- Logo on the 2024 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 five 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 Community Garden Event, Haymarket Day and Haymarket Summer Concert.
- Logo on the 2024 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 2024 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.

If you are interested in a Sponsorship Package, please contact Rachel Sawyer at (571)-486-0658 or email events@townofhaymarket.org