



**PLEASE SUPPORT HARVESTFEST 2021
BY BECOMING A SPONSOR**

Recognized as one of the best festivals in Arkansas, HarvestFest in Hillcrest is a one-day event each fall in the historic Little Rock neighborhood of Hillcrest designed to bring friends and families together in celebration of the season. Presented by the Hillcrest Merchants Association, there is a wide array of activities for kids and adults alike, vendors selling their wares, food, fashion, music and much more.

With attendance expected to be in excess of 30,000, the event provides excellent exposure and great return on sponsorship investments.

With your support, the event will continue to grow and benefit the businesses and families that make up and support this great neighborhood.

www.harvestfest.us

SPONSORSHIP LEVELS

HARVESTFEST CHAMPION (\$5,000)

The HarvestFest Champion is an exclusive sponsorship level that receives many benefits as well as recognition before, during and after the festival:

- All official communication identifying the festival as “HarvestFest presented by (champion sponsor)”
- A sponsored Facebook post announcing the HarvestFest Champion as presenting sponsor and linking to the sponsor’s Facebook page
- A professionally produced 30- to 60-second HD video spot promoting the HarvestFest Champion’s impact on Hillcrest
- Signage at the festival prominently featuring the HarvestFest Champion’s logo
- Announcements made from the stage(s) recognizing the HarvestFest Champion
- A free vendor booth at HarvestFest
- One year of free membership in the Hillcrest Merchants Association
- 10 VIP wristbands for access to the VIP area, featuring free food and drinks
- A 1/2 page ad in the Hillcrest Life magazine (or comparable publication)

Additionally there are many year-long benefits including:

- Banner and name/logo recognition in printed advertising at July 4th Ice Cream Social and Holidays in Hillcrest
- Year-long recognition on the HMA website as a neighborhood sponsor

HARVESTFEST HERO (\$3,000)

HarvestFest Heroes sponsor the concert and stage and receive:

- 8’ banner flanking each side of stage
- All official communication identifying the concert with the sponsor’s name featured
- A sponsored Facebook post announcing the HarvestFest Hero and linking to the sponsor’s Facebook page.
- Opportunities to promote the sponsor’s brand from the stage, including announcing bands and holding promotional events or contests
- Publicized on HarvestFest & Hillcrest Residents Association websites, in printed material & on-site at HarvestFest
- 1/4 page sponsor ad in HarvestFest edition of Hillcrest Life magazine (or comparable publication)
- 8 VIP wristbands

VIP PAVILION

VIP SPONSORSHIP PAVILION FOR SPONSORS DONATING \$500 OR MORE – These sponsors will be issued wristbands to our exclusive VIP Pavilion where they can relax while enjoying complimentary food & drink. Extra wristbands may be purchased for an additional \$20 each.

HARVESTFEST NEIGHBOR (\$1,000-\$2,000)

HarvestFest Neighbors sponsor an event such as the Gumbo Cook-off, Beer Garden, VIP Area, or Dog Show and receive:

- Event banner with sponsor name and logo
- Facebook post announcing the HarvestFest Neighbor and linking to the sponsor's Facebook page
- **A limited number of HarvestFest Neighbors will have the option of sponsoring an event or feature at the festival (first come, first served)**
- Publicized on HarvestFest & Hillcrest Residents Association websites, in printed material & on-site at HarvestFest
- 1/8 page sponsor ad in HarvestFest edition of Hillcrest Life magazine (or comparable publication)
- 4 VIP wristbands

HARVESTFEST FRIEND (\$500)

HarvestFest Friends sponsor a specific band and receive:

- Sponsor banner displayed during band's set and sponsor recognition in the band's introduction
- Facebook post announcing the HarvestFest Friend and linking to the sponsor's Facebook page
- Publicized on HarvestFest & Hillcrest Residents Association websites, in printed material & on-site at HarvestFest
- 1/16 page sponsor ad in HarvestFest edition of Hillcrest Life magazine (or comparable publication)
- 2 VIP wristbands

HARVESTFEST HELPER (\$150)

- Publicized on HarvestFest & Hillcrest Residents Association websites
- Option to purchase 1/8 page ad in HarvestFest edition of Hillcrest Life magazine at a discounted rate

HarvestFest 2021 will be advertised in local/regional interest publications, buzzing via social media, listed on calendars published throughout the state, featured editorial sent to all residents of the Hillcrest neighborhood and will be promoted on yard signs, posters and fliers throughout the area prior to this year's event.

A PORTION OF OUR PROCEEDS WILL BE DONATED TO THE FRANCIS ALLEN SCHOOL FOR EXCEPTIONAL CHILDREN.

2021 SPONSOR REGISTRATION FORM

SPONSORSHIP LEVEL: HARVESTFEST CHAMPION
 HARVESTFEST HERO HARVESTFEST FRIEND
 HARVESTFEST NEIGHBOR HARVESTFEST HELPER

BUSINESS NAME _____

CONTACT PERSON _____

MAILING ADDRESS _____

CITY STATE ZIP _____

PHONE _____

EMAIL _____

WEBSITE ADDRESS _____

FACEBOOK ADDRESS _____

BRIEF DESCRIPTION OF COMPANY, PRODUCT AND/OR SERVICE _____

Please send a copy of your corporate logo to hillcrestharvestfest@gmail.com
Acceptable file formats are .ai, .eps., .pdf., jpg. or .tif

Make Checks Payable to "**HarvestFest**" and mail with
fully completed registration form to:

HarvestFest • PO Box 251372 • Little Rock, AR 72225

QUESTIONS?

501.607.0796

hillcrestharvestfest@gmail.com

CHECK # (HMA USE ONLY)

DATE RECEIVED (HMA USE ONLY)