

Waldensian

CELEBRATING
50
YEARS!

FESTIVAL



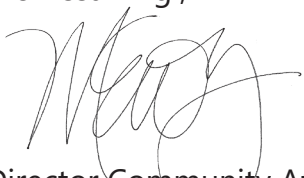
Greetings!

Thank you for your interest in joining us for the 50th Annual Waldensian Festival! We look forward to celebrating the "Glorious Return" with our town's annual tradition of hosting a festival of heritage...now 50 years in the making! In 1689, some 900 men charged toward their home valleys in the Cottian Alps, after enduring years of religious persecution and exile at the hands of the Roman Catholic Church. Led by Pastor Henri Arnaud, only 600 men survived the harsh conditions of the 200 mile journey and battles with French soldiers...but the valleys were reclaimed. Waldensian communities all over the world remember this triumphant homecoming of their ancestors every second weekend of August. Valdese celebrates with a weekend of live entertainment, the historic outdoor drama "From This Day Forward", attraction tours, food, street vendors, bocce tournament, and more!

Planning for our town's biggest celebration of the year begins in January, with careful consideration toward each aspect of the event. The weekend will begin Friday, August 8th with the Kick Off Celebration- including a classic car cruise-in, food trucks, and live performance by beach band sensation, The Embers! Festival Saturday hosts the annual Waldensian Footrace, bocce tournament, over 150 street vendors, museum and attraction tours, open art competition, a FREE kid's zone with water slides and inflatables, and live entertainment on Main Stage throughout the day. The special event concludes with the final performance of the season of "From This Day Forward". The annual outdoor drama recounts the heroic and heartwarming tale of the Waldensian settlers of Valdese. The show covers over 800 years of history- beginning with the tragic events of the valleys and ending with the settlement of Valdese. We invite you to take part in this exceptional tradition of our town as a 2025 Festival Sponsor. The attached sponsorship package offers multiple opportunities for supporting this special event, all including unique benefits for your business/organization.

Please carefully review each sponsorship level to choose the best fit for your business/organization. Sponsorship deadline is May 1st, 2025. We truly appreciate your consideration of sponsoring the Waldensian Festival. We look forward to partnering with you to make the 50th Annual Waldensian Festival truly one to remember.

Sincerely,
Morrissa Angi,



Director Community Affairs & Tourism
mangi@valdesenc.gov | 828-879-2129

Valdese, NC
August 8 & 9, 2025

waldensianfestival.com | 828-879-2129
Organized by Valdese Community Affairs

\$1,000 PREMIER SPONSOR

- One 20 second pre-recorded commercial to play from Main Stage on Festival Day (provided by sponsor)
- Company Banner placed in Main Stage area
- Company Logo on Festival Rack Cards - 3,000 disseminated
- Recognized in all Waldensian Festival press releases
- Company listed as Presenting Sponsor in Town of Valdese Newsletter
- Newsletter Mailing to over 5,000 subscribers & email newsletter to over 10,000 subscribers
- Listed as sponsor in ads in local area newspapers.
- Company will be named as major sponsor on 4 various radio stations for one month prior to Festival
- Prime location booth Saturday of festival on Main Street (must submit vendor application)
- Company name placed on Festival banners along Main Street 2-4 weeks before Festival Day
- Company name on Festival banners throughout downtown on Festival Day
- Company logo on Festival website and social media pages
- Company Name in festival advertisements
- Company name on social media with paid for boost.

\$500 PRESENTING SPONSOR

- Company Logo on Festival Rack Cards - 3,000 disseminated
- Company listed as Supporting Sponsor in Town of Valdese Newsletter
- Newsletter Mailing to over 5,000 subscribers & e-mail newsletter to over 10,000 subscribers
- Listed as sponsor in ads in local area newspapers.
- Company will be named as major sponsor on 4 various radio stations for one month prior to Festival
- Prime location booth space Saturday of festival on Main Street (must submit vendor application)
- Company name placed on Festival banners along Main Street 2-4 weeks before Festival Day
- Company name on Festival banners throughout downtown on Festival Day
- Company logo on Festival website and social media pages
- Company Name in festival advertisements

\$250 SUPPORTING SPONSOR

- Listed as sponsor in ads in local area newspapers.
- Company name on Festival banners throughout downtown on Festival Day
- Company logo on Festival website - 3,000 disseminated
- Company Name in festival e-mail blasts

\$100 ASSOCIATE SPONSOR

- Company logo on Festival website and social media pages
- Company Name in festival e-mail blasts

THIS EVENT WOULD NOT BE POSSIBLE WITHOUT YOUR SUPPORT.
THANK YOU!

**Questions? Contact Festival Coordinator Morrissa Angi at 828-873-6773
or by emailing mangi@valdesenc.gov**



SPONSORSHIP CONTRACT

Company Name: _____

Address: _____

Telephone: _____

E-mail: _____

Contact Person: _____

\$500 and above sponsors will need to notify the Community Affairs Office and must complete the vendor application in order to receive the free booth space. This must be done no later than June 13th to guarantee a booth space in the Festival. Applications are available at visitvaldese.com Do you plan on using this free booth space?

Yes Preferred booth space (location): _____

No Booth Space Needed

_____ agrees to be a \$ _____ contributor and will receive all the benefits listed on the attached form based on amount donated.

Signature

Date

Invoice Requested for Payment

Please return contribution & contract to Town of Valdese Community Affairs by May 1st 2025.

P.O. Box 339 Valdese, NC 28690

Thank you for your generous contribution to the 2025 Historic Valdese Waldensian Festival!