



Historic Valdese, NC Waldensian Festival August 9 & 10, 2024

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


Greetings!

The Town of Valdese is preparing for the 49th annual Historic Valdese Waldensian Festival on August 9 & 10th of this year. The Waldensian Festival also known as the Festival of the Glorious Return is held in honor of the Waldensian Settlers who founded Valdese in 1893. After enduring years of persecution and exile, the Waldensians triumphantly reclaimed their valleys in the Cottian Alps between France and Italy in August of 1689. This "Glorious Return" is celebrated in Waldensian communities all over the world.

Each year, Valdese comes together for a weekend long commemoration of homecoming and heritage with live entertainment, attraction tours, bocce tournament, a footrace, the historical outdoor drama, open art competition and over 150 artisan and food vendors. Held every second weekend in August, the Waldensian Festival attracts visitors and locals each year to enjoy the unique history of the settlers of Valdese. The 49th Annual Waldensian Festival will certainly be one to remember. We invite you to take part in this exceptional tradition of our town as a 2024 Festival Sponsor. The attached sponsorship package offers multiple opportunities for supporting this special event, all including unique benefits for your business/organization.

Careful consideration is taken to select festival entertainment and vendors every year. The festival committee begins efforts on this event in January, working and planning right up until the big weekend. The end goal has remained consistent over the decades: to produce a quality, memorable event in which the entire community can enjoy. In 2024, Festival Friday's kick off celebration will include a night of music and dancing as Ace Party Band takes Festival Main Stage, followed by an awe-enducing fireworks show! Festival Saturday begins with the annual Waldensian Footrace and regional bocce tournament. A variety of entertainment will take place throughout the day, from acoustic sets to gravity-defying gymnastic performances. Main Street Valdese will be lined with over 150 vendors selling everything from handmade crafts to all your favorite deep fried foods. Children's activities can be found at the FREE kids zone hosted by Waldensian Presbyterian Church (bouncy houses, water slides, art activities, lawn games, and more!) The heritage of the Waldensians truly comes alive with attractions - the Waldensian Heritage Museum and Trail of Faith will be open for tours throughout the day, as well as the final performance of the season of "From This Day Forward", the longest running outdoor drama in North Carolina, proudly performed by Old Colony Players. The drama covers 850 years of Waldensian history- from the persecution in the valleys to the establishment of Valdese.

We truly appreciate your consideration of sponsoring the Waldensian Festival. We look forward to partnering with you to make 2024's event bigger and better than ever before! We invite you to carefully review each sponsorship level to choose the best fit for your business/organization.

Sincerely, 

Morrissa Angi, Director Community Affairs & Tourism • Waldensian Festival Coordinator

\$5,000 FIREWORKS SPONSOR

- Advertised as "FIREWORKS PRESENTED BY" in all promotions
- All benefits of the PREMIER SPONSOR PACKAGE (\$1,000 value)
- Professional promotional video for Youtube - featuring business name with fireworks display

\$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
- 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 10,600 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 Facebook pages
- Company Name in festival advertisements
- Company name on social media with paid for boost.

\$500 PRESENTING SPONSOR

- Company Logo on Festival Rack Cards
- Company listed as Supporting Sponsor in Town of Valdese Newsletter
- Newsletter Mailing to over 5,000 subscribers & e-mail newsletter to over 10,600 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 Facebook 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 and Facebook pages
- Company Name in festival e-mail blasts

\$100 ASSOCIATE SPONSOR

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

**Questions? Contact Festival Coordinator Morrissa Angi at 828-879-2129
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 14th 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 2024.

P.O. Box 339 Valdese, NC 28690

Thank you for your generous contribution to the 2024 Historic Valdese Waldensian Festival!