

# **COME JOIN THE FUN!**

## **47<sup>th</sup> Annual Grand Bay Watermelon Festival**

At the Grand Bay Watermelon Festival, it's all about family, music and of course watermelons, and our sponsors, who help to bring it all to lower Alabama. Let us put the spotlight on you in 2021. Your products and your services can share the spotlight with some of Alabama's greatest on July 3<sup>rd</sup>.

We offer a wide variety of sponsorship opportunities. Join us in our mission to bring family, friends and the community together for outstanding fun and entertainment to thousands of people along the Gulf Coast. Choose one of our available sponsorship opportunities or customize one of your own! As a Watermelon Festival sponsor, you can be placed squarely in front of family, friends, and fans and we'll put the spotlight on you!

For more information call 251-865-3456.

**Independent Order of Odd Fellows (IOOF)  
Grand Bay Lodge #73 and Martha Rebekah Lodge #29  
Grand Bay Watermelon Festival  
P.O. Box 1022  
Grand Bay, AL 36541**

**Event:** Grand Bay Watermelon Festival 2021

**Management:** IOOF, Grand Bay Lodge #73, and Martha Rebekah Lodge #29

**Status:** IOOF is a 501(c) (8) Fraternal organization

**Date:** July 3, 2021

**Location:** Odd Fellows Festival Park, Grand Bay, Alabama

**Acts:** Local acts

**Attendance:** Approximately 10,000

**Media Coverage:** Television, radio, internet, and print throughout the south.

**Marketing:** Television, radio, print and internet marketing

**Demographics:** Virtually every demographic is represented at The Grand Bay Watermelon Festival and can be targeted specifically by the sponsorship vehicle chosen.

**Website:** [www.grandbaywatermelonfestival.org](http://www.grandbaywatermelonfestival.org)

## **Why Sponsor The Grand Bay Watermelon Festival?**

Without the generous support of our sponsors, families and music fans would not have the opportunity to enjoy a day of fun and music. You make this possible. And in turn, they are encouraged to thank you with their business.

### **What's in it for you?**

The Watermelon Festival affords a company regional and local exposure for their products and services. Our sponsorships are customized to fit your Company's goals, whether you seek to maximize your exposure and enhance your image or simply sell your product. It is our desire to address your needs, goals, target markets and budget as a sponsor and provide an integrated program offering awareness, marketing, hospitality and more.

Our customized sponsorship packages include benefits such as co-sponsorships, cross-promotions, and media exposure through television, radio, print, sampling, and signage.

### **Partner with us and reap the benefits:**

- Target specific markets with your message.
- Heighten brand visibility and exposure to a captive audience.
- Generate awareness with on-site displays of your product/service.
- Distribute retail incentives on-site to drive sales.
- Introduce new products
- Enhance your corporate image and raise your community profile

Use one of our existing or customize a Grand Bay Watermelon Festival sponsorship to achieve your marketing goals. Regardless of the size of your business, there is a sponsorship package that is right for you.

## **SPONSORSHIP PACKAGES**

Outlined in the following page are some of the many sponsorship opportunities available for 2021. It is important to remember, however, that a sponsorship that meets your goals and budget can be customized for you. So if you don't find the perfect opportunity in the following page, please contact us at 251-865-3456.

Thank you for considering a partnership with  
The 47<sup>th</sup> Annual Grand Bay Watermelon Festival.

For more information, call 251-865-3456

## **CHILDRENS ENTERTAINMENT**

**\$1,000**

- \*Exhibit booth space and signage at the event – up to \$200 value (Sign provided by sponsor)
- Free full page ad in the Grand Bay Watermelon Festival Program – \$320 value
- Recognition on the Watermelon Festival Program Sponsors page, on Facebook and Website
- A minimum of four “on-stage” announcements
- Two gate passes for Grand Bay Watermelon Festival

## **GRAND BAY WATERMELON FESTIVAL T-SHIRTS**

**\$1,000**

- \*Exhibit booth space and signage at the event – up to \$200 value (Sign provided by sponsor)
- Your Logo on the T-Shirts
- Free full page ad in the Grand Bay Watermelon Festival Program – \$320 value
- Recognition on the Watermelon Festival Program Sponsors page, on Facebook and Website
- A minimum of four “on-stage” announcements
- Two gate passes for Grand Bay Watermelon Festival

## **STAGE SPONSORSHIP**

**\$1,000**

- \*Exhibit booth space and signage at the event – up to \$200 value (sign provided by sponsor)
- Free full page ad in the Grand Bay Watermelon Festival Program – \$320 value
- Recognition on the Watermelon Festival Program Sponsors page, on Facebook and Website
- A minimum of four “on-stage” announcements
- Two gate passes for Grand Bay Watermelon Festival

## **CHILDRENS ENTERTAINMENT**

**\$500**

- \*Exhibit booth space and signage at the event – up to \$200 value (Sign provided by sponsor)
- Recognition on the Grand Bay Watermelon Festival Program Sponsors page, on Facebook and Website
- One gate pass for Grand Bay Watermelon Festival

## **GRAND BAY WATERMELON FESTIVAL QUEENS PAGEANT**

**\$500**

- “On-stage” announcement at Pageant
- \*Exhibit booth space and signage at the 47<sup>th</sup> Annual Grand Bay Watermelon Festival – up to \$200 value (Sign provided by sponsor)
- Recognition on the Grand Bay Watermelon Festival Program Sponsors page, on Facebook and Website

\* Exhibit booth space to be coordinated with Events Coordinator. Sign can be displayed at Gazebo or at your booth space.