

Falling for Local Sponsorship Opportunities

Falling for Local, held at Dix Park is a fall festival with an attendance of over 25,000. The annual event is produced by local non-profit organization, Shop Local Raleigh and Dix Park Raleigh Parks in an effort to encourage support of locally owned businesses, to promote Dix Park and celebrate the arrival of fall.

Showcased at Falling for Local are over 150 independently owned Triangle based craft breweries, local food trucks, local vendors and local bands with the constant reminder to Show Some Local Love™. The event, now in its 7th Anniversary, has a proven track record of creating positive economic impact for our community.

The event is free to attend and will have large inflatables, rock climbing walls, hay rides, pumpkin patch, photo opportunities, miniature horses, local mascots, touch-a-truck, antique cars and more to truly make the event feature something for the whole family to enjoy.

We hope you will consider being a partner in Falling for Local and help us in Showing Some Local Love. To secure your sponsorship or discuss custom packages, please contact jennifer@shoplocalraleigh.org.



Title Sponsor - \$15,000

1 available

- Naming rights to the event — *Falling for Local Presented by “Your Company”*
- Presenting sponsor of train rides
- Option to have up to a 10×40 brand activation space at the event
- 5 parking passes for onsite parking at Dix Park
- ‘Thank you’ announcement from stage during the festival
- Mention in press release
- Minimum of 5 shout-outs on Shop Local Raleigh’s Facebook, Twitter, and/or Instagram pages
- Logo inclusion on:
 - Attendee wristbands (21+, 10,000 minimum)
 - Circulatory trains at the festival (3 trains)
 - Train stop signage (3 stops)
 - Festival map
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Drink tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 100 drink tickets for use at the event (\$100 value; 2 tickets = sample, 5 tickets = pint)

Hay Ride Sponsor - \$8,000

1 available

- Presenting sponsor of hay rides
- Option to have up to a 10×30 brand activation space at event
- 4 parking passes for onsite parking at Dix Park
- ‘Thank you’ announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 4 shout-outs on Shop Local Raleigh’s Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Hay ride stop signage (3 stops)
 - Festival map
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag

- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 75 drink tickets for use at the event (\$75 value; 2 tickets = sample, 5 tickets = pint)

Pumpkin Patch Sponsor - \$5,000

2 available

- Pumpkin Patch titled and branded with your company name and logo
- Option to have up to a 10×30 brand activation space at event
- 3 parking passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 3 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Archway entrance to pumpkin patch
 - Signage at pumpkin decorating tent
 - Festival map
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 50 drink tickets for use at the event (\$50 value; 2 tickets = sample, 5 tickets = pint)

Sensory Zone Sponsor - \$5,000

1 available

- Sensory Activation area branded with your company name and logo
- Option to have up to a 10×30 brand activation space at event
- 3 parking passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 3 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Signage at sensory zone

- Festival map
- Music stage banners (2 stages)
- Event sponsor page with hyperlink
- E-newsletter promotions
- Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 50 drink tickets for use at the event (\$50 value; 2 tickets = sample, 5 tickets = pint)

Touch a Truck Zone Sponsor - \$5,000

1 available

- Touch a Truck area branded with your company name and logo
- Option to have up to a 10×30 brand activation space at event
- 3 parking passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 3 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Signage at Touch a Truck zone
 - Festival map
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 50 drink tickets for use at the event (\$50 value; 2 tickets = sample, 5 tickets = pint)

Community Zone Sponsor - \$2,500

8 available

- Area of the festival titled and branded with your company name and logo
- Option to have up to a 10×20 brand activation space at event
- 2 parking passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release

- Minimum of 2 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Wayfinding flags for your sponsored zone
 - Festival map
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at the event (\$25 value; 2 tickets = sample, 5 tickets = pint)

~~Local Steward - \$2,500~~

~~1 available~~

- ~~• Poster with logo, company slogan, and/or QR code on door of every Port a Potty & handwashing station~~
- ~~• Option to have up to a 10x20 brand activation space at event~~
- ~~• 2 parking passes for onsite parking at Dix Park~~
- ~~• 'Thank you' announcement from stage for your sponsorship during event~~
- ~~• Mention in press release~~
- ~~• A minimum of 2 shout-outs on Shop Local Raleigh Facebook, Twitter and/or Instagram pages~~
- ~~• Logo Inclusion On:~~
 - ~~○ Port a Potty signage~~
 - ~~○ Festival map~~
 - ~~○ Music stage banners (2 stages)~~
 - ~~○ Event sponsor page with hyperlink~~
 - ~~○ E-newsletter promotions~~
 - ~~○ Facebook sponsor photo album with tag~~
- ~~• Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*~~
 - ~~○ 25 drink tickets for use at the event (\$25 value; 2 tickets = sample, 5 tickets = pint)~~

Stage Sponsor - \$2,500

2 available

- Stage titled and branded with your company name and logo
- Option to have up to a 10×20 brand activation space at event
- 2 parking passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 2 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Festival map
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at the event (\$25 value; 2 tickets = sample, 5 tickets = pint)

~~Petting Zoo Sponsor - \$2,500~~

1 available

- Petting zoo area branded with your company name and logo
- Option to have up to a 10×20 brand activation space at event
- 2 parking passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 2 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Signage at petting zoo
 - Festival map
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at the event (\$25 value; 2 tickets = sample, 5 tickets = pint)

Dining Area Sponsor - \$1,500

1 available

- Dining area branded with your company name and logo
- Option to have up to a 10×10 brand activation space at event
- 1 parking pass for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Signage at dining area
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 15 drink tickets for use at the event (\$15 value; 2 tickets = sample, 5 tickets = pint)

Face Painting Sponsor - \$1,000

2 available

- Face painting booth branded with your company name and logo
- Option to have up to a 10×10 brand activation space at event
- 1 parking pass for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Signage at face painting booth recognizing your businesses
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 drink tickets for use at the event (\$10 value; 2 tickets = sample, 5 tickets = pint)

Inflatable Sponsor - \$1,000

8 available

- Inflatable signage branded with your company name and logo
- Option to have up to a 10×10 brand activation space at event
- 1 parking pass for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Signage at inflatable entry recognizing your businesses
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 drink tickets for use at the event (\$10 value; 2 tickets = sample, 5 tickets = pint)

First Aid Sponsor - \$1,000

1 available

- First Aid booth branded with your company name and logo
- Option to have up to a 10×10 brand activation space at event
- 1 parking pass for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Wayfinding flag at First Aid Station
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 drink tickets for use at the event (\$10 value; 2 tickets = sample, 5 tickets = pint)

Photo Op Sponsor - \$750

10 available

- Photo Op spot branded with your company name and logo
- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Signage at "Instagrammable" photo opportunity spot at the festival
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag

Water Station Sponsor - \$500


2 available

- Water Monster branded with your company name and logo
- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Water filling station
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag

Love Local Sponsor - \$250

- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:

- Event sponsor page with hyperlink
- E-newsletter promotions
- Facebook sponsor photo album with tag

 **Ready to sponsor?** Contact Jennifer at jennifer@shoplocalraleigh.org to claim your spot today!