



JUNE 16-18 2023
ALDEN FIELD
CHERRY VALLEY, NY

RE: The **Cherry Valley Outdoor Games**, June 16-18, 2023

Dear Potential Sponsor:

We are contacting you with an opportunity to support the 6th *Cherry Valley Outdoor Games*, a community supported festival that provides entertainment and activities for a broad audience. Run by a dedicated volunteer staff, this admission free event is unique and exciting. Please take a look at our [2023 Promotional Video](#), featured on our Facebook Page, which highlights the success of our Professional Lumberjack competition and provides an overview of the event. We are looking forward to another successful year at the Cherry Valley Community Center and Alden Field, but cannot make it all happen without your sponsorship.

There are many ways to be involved as a sponsor or supporter of this great event. Detailed in the *Sponsorship Opportunity* outline on the next page, we advertise onsite during the event primarily with banners and announcements while giving you the opportunity to set up a display. Leading up to the event, posters, social media, t-shirts, website and TV commercials are utilized to get the word out. Throughout the remainder of the year photos and video from the event will be posted on social media and our website to highlight the 2023 happenings. Approximately 30% of our total budget is spent on advertising. This, along with word of mouth advertising from our loyal fans, works to help us achieve our goal of drawing a big crowd. Additionally, as a **501 (c) (3) nonprofit organization** it is part of our mission to provide local groups opportunities to fund raise during the event.

The *Cherry Valley Outdoor Games* will provide a variety of entertainment starting Friday evening and will run through Sunday afternoon. Our lumberjack and lumberjill competition is revered as one of the best in the nation and we expect the top athletes in the country to return as long as sufficient funding is obtained. **NEW** for this year: we hope to host log burling and speed climbing as two new events! Additionally the Outdoor Games will feature a cornhole tournament, 5K Run, Lumberjacked Strongman Competition, archery shoot, as well as a wide variety of craft and food vendors.

Thank you for your time and consideration of our proposal. We look forward to working with you as we launch our 6th event. The following page is a guideline for how you can get involved. If none of those options suit you, we would be happy to discuss other ideas and opportunities with you. Please call or email us for more details or if you have any questions.

Sincerely,

Cherry Valley Outdoor Games, Inc.

Nathan Waterfield
President
607-643-2911
nathanwaterfield@gmail.com



Sponsorship Opportunities

\$3000 Presenting Sponsor

- 12x24 Premier Retail Space
- (2) 3x9 Banners on Competition Backdrop
- Business "Shout Outs" During Show
- Advertisements on our website
- Large Business logo on event T-Shirts
- Business logo painted on end of sawing logs
- Mention of your business in possible TV and radio interviews and social media exposure
- Award presentation opportunity and on-stage business interview
- Complimentary CVOG swag

Additional opportunities available for presenting sponsors. Please contact us for details.

\$1000 Event Sponsor

- 12x24 Premier Retail Space
- 3x5 Banner on Lumberjack Stage Backdrop
- Social Media acknowledgement
- Advertisements on our webpage
- Small business logo on event T-Shirts
- Award presentation opportunity with on-stage business interview
- 2 3x5 Banners in Auxiliary Locations

\$500 Co-Event Sponsor

- 12x12 Retail Space
- 3x5 Banner on Lumberjack Stage Safety Fence
- OR 2 3x5 Banners in Auxiliary Locations
- Business logo on our webpage sliding banner

Event Supporter (\$25-\$100)

Large banners will display multiple logos crediting your business for support.

- 3" x 9" - \$25
- 6" x 12" - \$50
- 9" x 15" - \$75
- 12" x 18" - \$100

**Auxiliary banner locations include but are not limited to safety barricades and fencing for the corn-hole competition, archery shoot, strong man, car show, antique tractor show and CVOG entrance points.*



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Confirmation of Sponsorship (Please Print clearly & complete all fields listed below)

Date: _____

Point of Contact (Full Name): _____

Organization Name (to appear on event materials): _____

Mailing Address: _____

Phone: _____

Email: _____

Paid Level of Sponsorship:

_____ Supporting Sponsor (\$25/50/75/100) _____ Event Sponsor (\$1000)
_____ Event Co-Sponsor (\$500) _____ Presenting Sponsor (\$3000)

Auxiliary Banner Placement Preference if applicable _____

ATTENTION SPONSORS! Please email Chrissy Watson (cwatbeau@gmail.com) a **high resolution file** such as an EPS or PNG of your business logo or advertisement. If you do not have an appropriate file she can build you one for a fair fee. Returning sponsors do not need to submit a logo file if nothing has changed.

- ❖ Please make checks payable to **Cherry Valley Outdoor Games, Inc.**
- ❖ Please mail checks & completed forms to:

Cherry Valley Outdoor Games, Inc.
PO Box 187
Cherry Valley, NY 13320

*Cherry Valley Outdoor Games Inc. is a **501 (c) (3) nonprofit organization**. Your contribution is tax-deductible to the extent allowed by law and you can deduct your contribution under IRS Section 170.*