

2024 Sponsorship Levels

	Good Neighbor Sponsorship \$100	Partner Sponsorship \$500	Leader Sponsorship \$1,000	Champion Sponsorship \$1,500	NEW! Advocate Sponsorship \$2,500	Investor Sponsorship \$3,500
Acknowledgement in the sponsor section of DiscoverStJohnsbury.com.	x	x	x w/ Logo & Link	x w/ Logo & Link	x w/ Logo & Link	x w/ Logo & Link
Acknowledgement in a Caledonian Record advertisement thanking 2024 sponsors.	x	x	x	x With Highlight	x With Highlight	x With Highlight
Eligible for advertiser discounts through local media. (See reverse.)	x	x	x	x	x	x
Event sponsor recognition at one or more event(s). (See reverse.) <ul style="list-style-type: none"> • logo & link on event website • tagged on social media • logo on print materials • if applicable, mention during event remarks 		x <u>One Event</u> <i>Choice of:</i> <ul style="list-style-type: none"> • Business Networking Mixer • Food Truck Popup Series 	x <u>One Event</u> <i>Choice of:</i> <ul style="list-style-type: none"> • Maple Festival • St. J Final Fridays Series • Fall for St. J • St. J Sparkles! 	x <u>Two Events</u> <i>Choose one event each from the Partner & Leader options at right.</i>	x <u>Three Events</u> <i>Choose one event from the Partner options and two events from the Leader options.</i>	x <u>All Six Events</u>
Logo & link in e-newsletters.				x	x	x

St. Johnsbury Works! Inc. DBA Discover St. Johnsbury is a 501(c)(3) tax-exempt organization. Sponsorships are tax-deductible to the extent allowed under law.



Pledge Form

To pledge online (processing fees apply), scan the QR code or visit www.discoverstjohnsbury.com/sponsorship.

Checks may also be mailed with this pledge form to **Discover St. Johnsbury, 51 Depot Square, St. Johnsbury, VT 05819.**

2024 Sponsorship Level _____ Additional Charitable Donation _____

- Full amount enclosed.
- I/we pledge to pay the above in installments, with the pledge to be fulfilled by December 31, 2024.

For <u>Partners</u> (\$500), choose ONE : <ul style="list-style-type: none"> <input type="checkbox"/> Business Mixers <input type="checkbox"/> Food Truck Popup Series 	For <u>Leaders</u> (\$1,000), choose ONE : <ul style="list-style-type: none"> <input type="checkbox"/> Kingdom Maple Festival <input type="checkbox"/> St. J Final Fridays Series <input type="checkbox"/> Fall for St. Johnsbury <input type="checkbox"/> St. J Sparkles! Weekend 	For <u>Champions</u> (\$1,500), choose TWO , one from each section: <ul style="list-style-type: none"> <input type="checkbox"/> Business Mixers <input type="checkbox"/> Food Truck Popup Series <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <input type="checkbox"/> Kingdom Maple Festival <input type="checkbox"/> St. J Final Fridays Series <input type="checkbox"/> Fall for St. Johnsbury <input type="checkbox"/> St. J Sparkles! Weekend 	For <u>Advocates</u> (\$2,500), choose THREE , one from top, two from bottom: <ul style="list-style-type: none"> <input type="checkbox"/> Business Mixers <input type="checkbox"/> Food Truck Popup Series <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <input type="checkbox"/> Kingdom Maple Festival <input type="checkbox"/> St. J Final Fridays Series <input type="checkbox"/> Fall for St. Johnsbury <input type="checkbox"/> St. J Sparkles! Weekend
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Business Name: _____

Contact Name: _____

Mailing Address: _____

Email: _____ Phone: _____

Advertising Incentives

Mention that you are a 2024 sponsor to take advantage of these offers:

NEW! 20% off any new radio advertisements on any Vermont Broadcast Associates station for one month. Contact Bruce James to sign up: brucejames.vba@gmail.com.



NEW! New customer sign on offer for 95.7 WDOT The Point Radio: Buy One, Get One Free on all schedules through June 2024 with minimum \$400/mo investment. Contact Jeff Guerin to sign up: jeff@pointfm.com and (802) 279-1734.

New 2024 Sponsors Only: 20% off any size advertisement in any or all 2024 special sections AND 25% off any size advertisement for one month. Contact Julie Poutre for special section deadlines and details: poutrej@caledonian-record.com.



Event Sponsorship Recognition

Learn more about the six events for which sponsor recognition is available in 2024:

- **Business Networking Mixers**—We host **four networking events** per year for St. J enterprises to connect, network and learn. The first event of 2024 takes place Friday, February 16, 4:30pm - 6pm at the Fairbanks Museum, with additional dates TBA. RSVP: <https://forms.gle/fWwfENUisxRxRd3bA>
- **Kingdom Maple Festival**—Last year we kicked off a new take on St. Johnsbury's annual maple festival. The street fair and associated events were extremely popular, with an estimated 4,000 in attendance. Celebrate St. Johnsbury's status as the "Maple Center of the World" with us on Saturday, April 20. **PLEASE NOTE: your pledge must be received by March 15 in order to receive sponsorship credit for this event.**
- **Food Truck Popup @ The Pavilion**—**Six events** bring food and fun to the Trailhead Pavilion. Events take place on the Second & Fourth Tuesday evenings of June 11 & 25, July 9 & 23, and August 13 & 27.
- **St. J Final Fridays**—One of the highlights of the summer, we're once again bringing free art, music, and fun to downtown St. J with **three events** on Friday evenings June 28, July 26, and August 30, in partnership with the Town of St. Johnsbury and Catamount Arts.
- **NEW! Fall for St. Johnsbury**—We are newly producing St. Johnsbury's traditional fall foliage festival, and **plan to bring back the beloved fall foliage train rides** in 2024. Event date(s) and details will be announced in the months to come.
- **St. J Sparkles! Holiday Weekend**—a holiday favorite with **two event** dates on Friday & Saturday December 13 & 14, featuring the annual Northstar Fireworks display on Friday evening!

Additional sponsorship opportunities for events are available, including lead sponsorship crediting, banner placement, marketing material distribution, and more. Contact director@discoverstjohnsbury.com to discuss opportunities.