



Dear Festival Sponsor,

The Vidalia Onion Festival Committee and the City of Vidalia are diligently preparing for the upcoming 46th annual Vidalia Onion Festival. We look forward to hosting festival attendees in the heart of Downtown Vidalia. As always, all event information can be found on [VidaliaOnionFestival.com](http://VidaliaOnionFestival.com). The Stage at the Ronnie Dixon City Park will be filled with nationally recognized talent throughout the four-day festival weekend! Please note the schedule changes to accommodate expanded concert events. The Local Talent and Movie Under the Stars is moving to Tuesday night, the Street Dance is moving to Thursday, a Friday Night Concert and a Sunday Night Christian Concert have been added, and the Saturday Night Concert will be headlined by award winning Country music artist, Gabby Barrett.

We will celebrate the harvest of our famous crop April 20-23, 2023, and we need your support! The economic impact the festival has on the "Sweet Onion City" continues to grow. Volunteers throughout our community join together to promote our area's largest event and the world famous Vidalia® Onion! We anticipate many visitors to Vidalia and the festival because of four full days of entertainment.

The festival's partnership and promotion of our sponsors will ensure its success. Enclosed is a listing of sponsorship packages and benefits. To be included in printed materials and produced advertising, please return the completed sponsorship form by **Friday, February 10, 2022**. Please let us know if you need an invoice/s for your sponsorship. If you have any questions, please do not hesitate to call. Thank you for all your support and for what you do in our community.

Sincerely,

A handwritten signature in black ink that reads "Jake Cleghorn". The signature is written in a cursive style.

Jake Cleghorn  
Chairman  
912.293.0685

## *2023 Sponsorship Packages*

### **ONION SEED SPONSOR \$750**

#### **BRAND EXPOSURE OPPORTUNITIES**

- Your company logo in the Festival brochure
- Listing on [vidaliaonionfestival.com](http://vidaliaonionfestival.com)

#### **SPONSOR HOSPITALITY**

- 2 Festival t-shirts
- 2 Sponsor passes to Thursday Street Dance and Friday, Saturday Concerts

### **ONION SPROUT SPONSOR \$1,500**

#### **BRAND EXPOSURE OPPORTUNITIES**

- Your company name in the Festival brochure
- Listing on [vidaliaonionfestival.com](http://vidaliaonionfestival.com)

#### **SPONSOR HOSPITALITY**

- 4 Festival t-shirts
- 4 Sponsor passes to Thursday Street Dance and Friday, Saturday Concerts

### **SPRING ONION SPONSOR \$3,000**

#### **BRAND EXPOSURE OPPORTUNITIES**

- Your company logo in the Festival brochure
- Your company logo and link on [vidaliaonionfestival.com](http://vidaliaonionfestival.com)
- Complimentary exhibit space during Thursday Street Dance and Friday, Saturday Concerts

#### **SPONSOR HOSPITALITY**

- 6 Festival t-shirts
- 6 Sponsor passes to Thursday Street Dance and Friday, Saturday Concerts

### **YUMION SPONSOR \$5,000**

#### **BRAND EXPOSURE OPPORTUNITIES**

- Your company logo in the Festival brochure
- Your company logo and link on [vidaliaonionfestival.com](http://vidaliaonionfestival.com)
- Custom Festival sponsor logo
- Custom Festival radio spot
- Thursday Street Dance and Friday, Saturday Concerts:
  - Stage recognition
  - Company banner near stage
  - Complimentary exhibit space

#### **SPONSOR HOSPITALITY**

- 12 Sponsor passes to Thursday Street Dance and Friday, Saturday Concerts
- 2 entertainer meet and greet passes (if available)
- Swag Bag filled with exclusive Festival merchandise

## **SWEET ONION SPONSOR**

**\$8,000**

### **BRAND EXPOSURE OPPORTUNITIES**

- Your company logo in the Festival brochure
- Your company logo and link on [vidaliaonionfestival.com](http://vidaliaonionfestival.com)
- Custom Festival sponsor logo
- Custom Festival radio spot
- Company brand in all television advertising
- Thursday Street Dance and Friday, Saturday Concerts:
  - Stage recognition
  - Company banner near stage
  - Complimentary exhibit space

### **SPONSOR HOSPITALITY**

- 16 Sponsor passes to Thursday Street Dance and Friday, Saturday Concerts
- 2 Entertainer meet and greet passes (if available)
- Swag Bag filled with exclusive Festival merchandise

## **JUMBO SWEET ONION SPONSOR**

**\$10,000**

### **BRAND EXPOSURE OPPORTUNITIES**

- Your company logo in the Festival brochure
- Your company logo and link on [vidaliaonionfestival.com](http://vidaliaonionfestival.com)
- Custom Festival sponsor logo
- Custom Festival radio spot
- Company brand in all television advertising
- Thursday Street Dance and Friday, Saturday Concerts:
  - Stage recognition
  - Company banner near stage
  - Complimentary exhibit space

### **SPONSOR HOSPITALITY**

- 20 Sponsor passes to Thursday Street Dance and Friday, Saturday Concerts
- 4 Entertainer meet and greet passes (if available)
- Swag Bag filled with exclusive Festival merchandise

## **COLOSSAL SWEET ONION SPONSOR**

**\$20,000**

### **BRAND EXPOSURE OPPORTUNITIES**

- Your company logo on the Festival mobile app (NEW OPPORTUNITY!)
- Your company logo on the front of the Festival brochure
- Your company logo and link on [vidaliaonionfestival.com](http://vidaliaonionfestival.com)
- Custom Festival sponsor logo
- Custom Festival radio spot
- Company brand in all television advertising
- Colossal Sweet Onion Sponsor opportunities continue on page 3.

## COLOSSAL SWEET ONION SPONSOR

CONTINUED

- Thursday Street Dance and Friday, Saturday Concerts:
  - Stage recognition
  - Company banner near stage company logo as top placement on sponsor banners
  - Complimentary exhibit space

### SPONSOR HOSPITALITY

- 40 Sponsor passes to Thursday Street Dance and Friday, Saturday Concerts
- 4 Entertainer meet and greet passes (if available)
- Swag Bag filled with exclusive Festival merchandise

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## *2023 Vidalia Onion Festival Sponsorship Commitment*

SPONSORSHIP PACKAGE	
COMPANY NAME	
CONTACT NAME	
COMPANY ADDRESS	
TELEPHONE	
EMAIL	
COMPANY WEBSITE	

### *Payment Options*

- PLEASE EMAIL US AN INVOICE.
- PLEASE CONTACT US FOR CREDIT CARD PAYMENT.
- WE WILL MAIL A CHECK.

### *Vidalia Onion Festival*

P.O. BOX 2285  
VIDALIA, GA 30475

### *Questions?*

VALERIE MCLENDON, SPONSORSHIP CHAIRMAN  
VALERIE.MCLENDON@ALTAMAHA.BANK  
912.682.4358