



Dear Festival Sponsor,

The Vidalia Onion Festival Committee and the City of Vidalia are diligently preparing for the upcoming 47th annual Vidalia Onion Festival. We look forward to hosting festival attendees in the heart of Downtown Vidalia and the Vidalia Regional Airport. 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 during the week of the festival! The Friday Night Concert will be headlined by award winning Country music artist, Lauren Alaina, as well as featured artists Austin Snell and RVSHVD. **We are also excited about the return of the Air Show featuring the U.S. Navy Blue Angels. We are the only show site in the state of Georgia for 2024!**

We will celebrate the harvest of our famous crop April 25-28th, 2024, 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.

The festival's partnership and promotion of our sponsors will ensure its success. Enclosed is a listing of sponsorship packages and benefits. Please note we will be offering a mobile app for festival attendees again this year. Sponsors who contribute \$5,000 and above will be featured on the app. To be included in printed materials and produced advertising, please return the completed sponsorship form by **Friday, February 15th, 2024**. 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, appearing to read "Jake Cleghorn".

Jake Cleghorn  
Chairman  
912.293.0685

## *2024 Sponsorship Opportunities*

### **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 Friday Concert, Saturday Air Show, Sunday Air Show

### **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 Friday Concert, Saturday Air Show, Sunday Air Show

### **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, Friday Concert, and Air Show

#### **SPONSOR HOSPITALITY**

- 6 Festival t-shirts
- 6 Sponsor passes to Friday Concert, Saturday Air Show, Sunday Air Show

### **YUMION SPONSOR**

**\$5,000**

#### **BRAND EXPOSURE OPPORTUNITIES**

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

#### **SPONSOR HOSPITALITY**

- 12 Sponsor passes to Friday Concert, Saturday Air Show, Sunday Air Show
- 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 Concert:
  - Stage recognition and Company banner near stage
- Complimentary exhibit space during Thursday Street Dance, Friday Concert, and Air Show

### **SPONSOR HOSPITALITY**

- 16 Sponsor passes to Friday Concert, Saturday Air Show, Sunday Air Show
- 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 and mobile app
- 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 Concert:
  - Stage recognition and Company banner near stage
- Complimentary exhibit space during Thursday Street Dance, Friday Concert, and Air Show

### **SPONSOR HOSPITALITY**

- 20 Sponsor passes to Friday Concert, Saturday Air Show, Sunday Air Show
- 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 Home Page of the Festival mobile app
- 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
- Thursday Street Dance and Friday Concert:
  - Stage recognition and Company banner near stage
- Complimentary exhibit space during Thursday Street Dance, Friday Concert, and Air Show
- Colossal Hospitality Opportunities continue on page 3.

# COLOSSAL SWEET ONION SPONSOR

CONTINUED

## SPONSOR HOSPITALITY

- 40 Sponsor passes to Friday Concert, Saturday Air Show, Sunday Air Show
- 4 Entertainer meet and greet passes (if available)
- Swag Bag filled with exclusive Festival merchandise

---

### *2024 Vidalia Onion Festival Sponsorship Commitment*

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

T-SHIRT SIZES \_\_\_S \_\_\_M \_\_\_L \_\_\_XL \_\_\_2XL \_\_\_3XL \_\_\_4XL

DO YOU PLAN TO HAVE A SPONSOR BOOTH DURING THE FESTIVAL? YES NO

### *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?*

HEATHER MEAD, SPONSORSHIP CHAIRMAN  
HMEAD@GEORGIAFIRST.BANK  
912.293.4928