



64th Annual


Strawberry Luau 2011

Tennessee Strawberry Festival

 Dayton, Tennessee

Sponsorship Opportunity

Presented By:
Dayton Chamber of Commerce
and
Randy Wells, Festival Coordinator

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The *Tennessee Strawberry Festival* is holding its 64th annual event **April 30th – May 21st, 2011**. The TSF is organized by the Dayton Chamber of Commerce and its membership. This event will take place in “*HISTORIC DOWNTOWN DAYTON*” and attendance for the event is estimated at more than 50,000 people for the weeklong event. We recognize your company as being an aggressive, community oriented, and professionally minded company and would like to encourage you to become a sponsor of this exciting and high profile event.

We are excited about the prospect of having you involved with The *Tennessee Strawberry Festival* and hope you will agree it is a great promotional opportunity. We believe this plan will assist in name recognition and visibility for your business as well as increasing volume through product sales. Your company will be associated with one of Tennessee’s largest and longest running festivals.

The *Tennessee Strawberry Festival* is a non-profit organization. Our success depends on the support from our community and the exceptional generosity of companies like yours.

Please call us at our office at (423) 775-0361 or feel free to e-mail us at berry@volstate.net if you have any questions. All mail correspondence can be sent to the Dayton Chamber of Commerce, Attention TSF, 107 Main Street, Dayton, TN 37321.

We anxiously await your reply.

Sincerely,

The Tennessee Strawberry Festival Committee

Our Mission Statement:

The Tennessee Strawberry Festival is a celebration of small town life. It offers a chance for our community to showcase its beauty, history, and commitment to family values. It is the goal of the Dayton Chamber of Commerce and the businesses it represents to acknowledge the community support and patronage we receive throughout the year.

Suggested levels of sponsorship:

Levels and incentives are negotiable

A. FESTIVAL SPONSOR - \$5,000 +

- Prominent placement of your name and logo in area newspaper
- Continuous name mentioned in radio advertising
- Logo link on Website – www.tnstrawberryfestival.com
- Advertisement in our Official Festival Program – 15,000 printed
- Signage at festival site and all festival events
- Promotional Booth Space at Courthouse
- Logo on official festival t-Shirt
- VIP passes to all festival events
- 6 Official Tennessee Strawberry Festival t-shirts

B. PLATINUM SPONSOR - \$3,000 +

- Prominent placement of your name and logo in area newspaper
- Continuous name mentioned in radio advertising
- Logo link on Website – www.tnstrawberryfestival.com
- Advertisement in our Official Festival Program
- Signage at festival site
- Promotional Booth Space at Courthouse
- Logo on official festival t-shirt
- Limited VIP passes to all festival events
- 4 Official Tennessee Strawberry Festival t-shirts

C. EVENT SPONSOR - \$1,000 +

- Placement in area newspaper advertising
- Name mentioned in radio advertising
- Promotional Booth Space at Courthouse
- Logo on Website – www.tnstrawberryfestival.com
- Advertisement in our Official Festival Program
- Signage at your sponsored event
- 2 Official Tennessee Strawberry Festival t-shirts

D. FRIENDS OF THE FESTIVAL – UNDER \$1,000

- Mention on Website - www.tnstrawberryfestival.com
- Advertisement in our Official Festival Program

Tentative Agenda

(Events, times and locations are subject to change)

Saturday, April 30th

Strawberry Pageant

Time: Beginning at 10:00AM

Location: Little Theater, Rhea County High School

Description: Approximately 100 girls and boys from birth to 18 years of age compete in this pageant, which is separated into different age divisions. Trophies are awarded to the winners in each category.

Friday, May 6th

Rodeo

Time: Gates open at 6:00pm

Location: Rhea County Saddle Club

Saturday May 7th

Fishing Rodeo

Time: 8:00am

Location: Point Park

Description: This event is free to all children who enjoy fishing. Prizes are awarded for the smallest, biggest and most fish caught. This event is held in conjunction with the Catch Ministries and Reel Men.

Rodeo

Time: Gates open at 6:00pm

Location: Rhea County Saddle Club

Tuesday, May 10th

Carnival

Time: 6:00pm

Location: Alabama Avenue

Wednesday, May 11th

Carnival

Time: 6:00pm

Location: Alabama Avenue

Music Entertainment

Time: 6:00pm

Location: Rotary Centennial Park

Description: Music will be playing as our famous strawberry shortcake as well as other concession goodies are being served.

Strawberry Shortcake

Time: 6:00pm

Location: Rotary Centennial Park

Description: Once upon a time, this event featured the longest strawberry shortcake, which stretched about a city block long, now the event features strawberry shortcake served from concession stands.

Pie & Cake Baking Contest

Time: 6:00pm

Location: Pooh's Place, Market Street, Dayton

Description: Area bakers compete in a strawberry dessert cook off an adult and youth division. Once judges have samples items, local residents are invited to sample the entries and prizes are awarded.

Thursday, May 12th

Carnival

Time: 6:00pm

Location: Alabama Avenue

Kids Fun Night

Time: 6:00pm

Location: Pendergrass Park (on Main Street)

Description: This event, sponsored by the Dayton Chamber of Commerce and local businesses premiered in 2008 with the local children in mind. Each year the event will coordinate with the current year's theme and businesses will be asked to sponsor according to that theme.

Friday, May 13th

Cruise-In, Market Street

Time: 5:00pm

Location: Beginning at Point Park and ending in downtown Dayton

Description: This event features classic cars. Participants receive a dash plaque for attending. Weather permitting, the average entries range from 100 – 150 cars

Carnival

Time: 6:00pm

Location: Alabama Avenue

Rotary Park Stage

Time: 6:00pm

Location: Rotary Centennial Park

Description: Acts will include various local bands and more....

TSF Benefit Auction

Time: 6:30pm

Location: Rhea County Courthouse

Description: This event takes place at the historic Rhea county Courthouse where the famous Scopes Trial occurred. Non-profit organizations take charge in sponsoring the auction and collecting donations for the auction.

Block Party

Time: 7:00pm

Location: Downtown Dayton

Crafters & Vendors

Time: 8:00am – Dark

Location: Rhea County Courthouse

Description: Approximately 100 crafter booths and 20 food vendors will be open for business from 9:00am to dark on Friday and Saturday.

Saturday, May 14th

Pancake Breakfast

Time: 7:00am – 10:00am

Location: Downtown Dayton

Description: A fundraising event for the local Rotary Club, pancakes are served with your choice of coffee, hot chocolate and orange juice to warm you up and get you started on your way!

Children's area

Time: 9:00am – Dark

Location: Rhea County Courthouse

Description: With large attractions like the Titanic, miniature train ride, rock climbing wall, etc., to small enjoyments like face painting, this area is a great place for the entire family to come and enjoy.

Crafters & Vendors

Time: 9:00am – Dark

Location: Rhea County Courthouse

Description: Approximately 100 crafter booths and 20 food vendors will be open for business from 9:00am to dark on Friday and Saturday.

Parade

Time: 1:00pm

Location: Downtown Dayton

Description: The Strawberry Parade features local businesses and clubs from Rhea County and surrounding areas. The floats are decorated in accordance to the theme of the festival. Prizes are awarded to the best floats in each division.

Gospel Stage

Time: 9:00am – 8:00pm (closed for parade)

Location: Court Street

Description: This stage features local gospel musicians and singers from Rhea County. This stage is coordinated by local musicians Gil and Anna Kyle.

Rotary Park Stage

Time: 10:00am – 11:00pm (closed for parade)

Location: Rotary Centennial Park

Description: Acts will include adult and children's local dance troops, tumbling groups as well as local entertainers and more...

Carnival

Time: 3:00pm

Location: Alabama Avenue

Saturday, May 21st

Distinguished Young Women

Time: 7:00pm

Location: Rudd Auditorium, Bryan College

Please visit our website for an updated list of events: www.tnstrawberryfestival.com