



We are excited to offer you a sponsorship to the **Racing to Save the Bay** to be held on Saturday, September 9<sup>th</sup> 2017 – Sunday, September 10, 2017 at the Larry King Law's Langley Speedway in Hampton, VA. Our mission is to create a two-day family-oriented festival that educates visitors about the importance of the Chesapeake Bay and its natural resources. Attendees will enjoy musical artists, educational hands-on activities, environmental children's activities, entertainment, arts and crafts, fireworks, and much more.

We commission an independent, professional intercept survey of our visitors. We have had festival visitors from as far north as Maine and Massachusetts and as far south as Florida. Overall, the economic impact of the Bay Days festival on the community was over \$1 million.

### **Regional Demographics**

- **Hampton Roads Population: 1,634,206**
- **49.3% Male and 50.7% Female**
- **45 % of attendees are between ages 30 and 49**
- **Median family income is \$55,900**
- **Education 79.1% high school graduate or higher, 20.1% bachelor's degree or higher**
- **Race: 61% Caucasian, 31% African American, Other 8%**

**Source: U.S. Census and Hampton Roads Economic Development Association**

This year, our sponsorship levels have expanded to include multi-media and social media, such as Facebook and Twitter. These levels also include sponsored newspaper advertising along with radio, television and other print opportunities. As a sponsor you will have the opportunity to use the Bay Days logo in promotional advertising for your business. The projections for our advertising campaign will reach the majority of residential households and businesses in the greater Hampton Roads area.

As a Sponsor, some of **your benefits** will include: on-site presence with booth space, banners/signs in the festival area, logo placement in all of Bay Days advertising, logo placement in "Program of Events" and newspaper advertising, tickets to the Sponsor Tailgating Event, passes to VIP/Sponsor Hospitality area, VIP parking passes, Bay Days Commemorative T-shirts, season tickets for Langley Speedway and more. *Please note that benefits received are based on level of participation.*

We would like to thank you in advance for your time and consideration. If you have any questions, please contact office at (757) 727-1641 or [Baydays.com](http://Baydays.com).

Sincerely,

Bay Days, Inc  
Chuck Leavines  
Board President

Bay Days, [www.baydays.com](http://www.baydays.com), 757.727.1641



***SPONSORSHIP AGREEMENT – EXHIBIT A***  
**\$500 BRONZE LEVEL**

➤ **One Banner/Sign Located:** \_\_\_\_\_

**A representative of the Bay Days Sponsor Liaison Committee will be contacting you prior to the festival to ensure you get your banners to us in a timely manner and that Bay Days furnishes you with all of the passes, tickets and other benefits listed above.**

**Bay Days is intended to be a rain or shine event. No refunds will be granted due to inclement weather conditions. In the event of a major catastrophe that causes the cancellation of the entire three days of the event, the Sponsor shall be refunded 75% of the Sponsorship. Please contact the Bay Days office at 757.727.1641 if you have any questions.**

Signature of Authorized Representative of Sponsor

**Chuck Leavines, Board President  
Bay Days, Inc.**

\_\_\_\_\_

Date

\_\_\_\_\_

Date

**Approved contracts will be signed below and returned to sponsor. *Contract is null and void if not signed by the Executive Director or Board President of Bay Days.***

\_\_\_\_\_  
Executive Director or Board President, Bay Days

\_\_\_\_\_  
Date



***SPONSORSHIP AGREEMENT – EXHIBIT A***  
**\$1,000 SILVER LEVEL**

\_\_\_\_\_ will receive the following benefits as sponsor:

- **On Site Presence with Preferred Location Sponsor Booth Space Located:**  
\_\_\_\_\_
- **One Banner/Sign Located:** \_\_\_\_\_
- **Two Tickets to Sponsor Tailgating Event, Friday, September 8th (7 – 10 p.m.)**
- **Two Passes to VIP/Sponsor Hospitality Area**
- **Two VIP Parking Passes**

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Chuck Leavines, Board President  
Bay Days, Inc.

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Date

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Executive Director or Board President, Bay Days

\_\_\_\_\_  
Date



***SPONSORSHIP AGREEMENT – EXHIBIT A***  
**\$2,500 GOLD LEVEL**

\_\_\_\_\_ will receive the following benefits as sponsor:

- **On Site Presence with Preferred Location Sponsor Booth Space Located:**  
\_\_\_\_\_
- **One Banner/Sign Located:** \_\_\_\_\_
- **Company Mentioned in Main Stage Announcements Every 2 Hours**
- **Logo in Official Destination Map and Newspaper Insert**
- **Two Tickets to Sponsor Tailgating Event, Friday, September 8th (7 – 10 p.m.)**
- **Two Passes to VIP/Sponsor Hospitality Area**
- **Two VIP Parking Passes**
- **Two Bay Days Commemorative T-shirts**
- **Logo on Bay Days Web Site, mention on Facebook and Twitter**

A representative of the Bay Days Sponsor Liaison Committee will be contacting you prior to the festival to ensure you get your banners to us in a timely manner and that Bay Days furnishes you with all of the passes, tickets and other benefits listed above.

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Chuck Leavines, Board President  
Bay Days, Inc.

\_\_\_\_\_  
Date

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\_\_\_\_\_  
Executive Director or Board President, Bay Days

\_\_\_\_\_  
Date



***SPONSORSHIP AGREEMENT – EXHIBIT A***  
**\$5,000 DIAMOND LEVEL**

\_\_\_\_\_ will receive the following benefits as sponsor:

- **On Site Presence with Preferred Location Sponsor Booth Space Located Inside the Main Track Area**
- **Two Banners/Signs Located Inside the Main Track Area**
- **Company Mentioned in Main Stage Announcements Every 2 Hours**
- **Logo in Official Destination Map and Newspaper Insert**
- **Four Tickets to Sponsor Tailgating Event, Friday, September 8th (7 – 10 p.m.)**
- **Four Passes to VIP/Sponsor Hospitality Area**
- **Four VIP Parking Passes**
- **Four Bay Days Commemorative T-shirts**
- **Four Season Tickets to Larry King Law’s Langley Speedway**
- **Logo on Bay Days Web Site, mention on Facebook and Twitter**

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Chuck Leavines, Board President  
Bay Days, Inc.

\_\_\_\_\_  
Date

\_\_\_\_\_  
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Executive Director or Board President, Bay Days

\_\_\_\_\_  
Date



***SPONSORSHIP AGREEMENT – EXHIBIT A***  
**\$10,000 PLATINUM LEVEL**

\_\_\_\_\_ will receive the following benefits as sponsor:

- **On Site Presence with Preferred Location Sponsor Booth Space Located Inside the Main Track Area**
- **Three Banners/Signs Located Inside the Main Track Area, Main Stage Area and Front Gate Area**
- **Company Mentioned in Main Stage Announcements Every 2 Hours**
- **Logo in Official Destination Map and Newspaper Insert**
- **Six Tickets to Sponsor Tailgating Event, Friday, September 8th (7 – 10 p.m.)**
- **Six Passes to VIP/Sponsor Hospitality Area**
- **Six VIP Parking Passes**
- **Six Season Tickets To Larry King Law’s Langley Speedway**
- **Six Bay Days Commemorative T-shirts**
- **Logo Placement on Bay Days Web Site, mention on Facebook and Twitter**

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Chuck Leavines, Board President  
Bay Days, Inc.

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Date

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\_\_\_\_\_  
Executive Director or Board President, Bay Days

\_\_\_\_\_  
Date



***SPONSORSHIP AGREEMENT – EXHIBIT A***  
**SPONSOR CUSTOM CONTRACT**

\_\_\_\_\_ will receive the following benefits as sponsor:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

\_\_\_\_\_ agrees to provide the event with the following:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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Executive Director or Board President, Bay Days

\_\_\_\_\_  
Date



## 2017 Sponsorship Fulfillment Needs

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*Sponsor*

Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Cell: \_\_\_\_\_ E-mail: \_\_\_\_\_

### **Sponsor / Vendor to Supply:**

- An insurance certificate is required stating "Bay Days, Inc. and the City of Hampton are additional insured for \$1,000,000.00".
- Banners
- Tent(s) – (Tents can be no larger than 10x10) \_\_\_\_\_
- Fire Extinguisher (2A 10BC)
- Tables & Chairs
- Lights for after dark
- 100 ft. 14 gauge extension cord

### **Bay Days to Supply:**

\_\_\_\_\_ Electricity: \_\_\_\_\_ 110v / \_\_\_\_\_ 220v

\_\_\_\_\_ Booth Space: \_\_\_\_\_ 10 x 10 / \_\_\_\_\_ 10 x 20 / \_\_\_\_\_ Other Size

### **We plan to set up on:**

\_\_\_\_\_ Friday 9am- 4pm

\_\_\_\_\_ Saturday morning 7am – 9:30am