



VERMONT FINE FURNITURE AND WOODWORKING FESTIVAL

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Ph: 802-747-7900 FAX: 802-747-7989

www.vermontwoodfestival.org

To: Prospective Sponsor

From: The Vermont Wood Manufacturers Association

On September 25-26, 2010, the Vermont Wood Manufacturers Association will host the seventh annual Vermont Fine Furniture and Woodworking Festival at Union Arena in Woodstock, VT. The show is an outstanding opportunity to promote and sell fine quality furniture and other wood products to discerning shoppers and deliver economic benefit to individual companies, the wood products industry, and the State. At past Festivals we have had more than fifty companies displaying and selling wood products made in Vermont. Based on industry feedback and registrations to date, we anticipate that 2010 will top our best. We also had approximately 2500 attendees who came from over 30 different states and 3 foreign countries.

We partner with the Marsh Billings Rockefeller National Historical Park for their Forest Festival, which helps us create a "forest to finished product" experience. As an added value to attendees, we provide free parking at the Union Arena and free shuttle service between venues.

The value-added wood products industry in Vermont is a vital sector of the state's economy. According to the most recent data from 2006, the forest products industry supported 13,807 direct and indirect jobs, produced \$1.83 billion in output, and generated \$486 million in personal income for a net fiscal benefit to the state of \$12.92 million. Even in uncertain economic times, these figures indicate that the industry is of critical importance to Vermonters and their families. Here is what one happy exhibitor had to say, "*We're at this show because it helps us know the landscape of the woodworking and furniture-making industry in Vermont. It is at this event that we are part of something bigger and that is important to our business.*"

We are seeking sponsors for our event and ask that you consider contributing to the success of our Festival. We have various levels of sponsorship ranging from \$200 to \$2,500 that are described in the *Benefits of Sponsorship* matrix. We have also included marketing collateral from the 2009 Festival as an example of our commitment to quality. Our event website www.vermontwoodfestival.org also has photos from previous events and more information for your use. Should you have any questions, please feel free to call or write.

Thank you in advance for your support.

Erin Sheridan
Vermont Wood Manufacturers Association

Over →

**Vermont Fine Furniture & Woodworking Festival
Past Publicity and promotions**

Articles/listings, advertising and calendar promotions:

**Awareness Magazine
Boston Globe
Boston Magazine
Burlington Free Press
Edible Green Mountains
Fine Woodworking
Hartford Courant
Image Magazine
Mountain Times
Nashua Telegraph
New England Home
New England.com
Norwich Times
PEGTV
Portland Press Herald/Maine Sunday Telegram
Randolph Herald
Rutland Business Journal
Rutland Magazine
Seven Days
The Heart of New England
The Nashua Sunday Telegraph
Travel Connections
The Point FM Radio
The Quechee Times
The Rutland Herald
Times Argus
TravelHost
Upper Valley Life
Valley News
Vermont Arts Council
Vermont Chamber
Vermont HomeStyle
Vermont Life
Vermont Living
Vermont Magazine
Vermont Vacation Guide
WCAX
Woodshop News
Woodstock Magazine
Woodstock Village
WPTZ
Yankee Magazine**

All of our marketing materials (rackcard, poster, postcard, mailer, etc) and any appropriate advertising mentioned above can be adorned with your company logo as a Festival sponsor!

**Support the 7th Annual
Vermont Fine Furniture & Woodworking Festival**
www.vermontwoodfestival.org

How can you Help?

In the current economic climate we understand many cannot support the Woodworking Festival financially, so we have generated some ideas for in-kind or low-cost sponsorship support of our event.

- **Festival Promotion:**
 - All local businesses-
 - Promote event through website, printed and e-newsletters/calendar of events, listservs, etc
 - have rackcards, posters, product displays at business
 - Sell discounted Festival tickets for \$5 at business
 - Inns/B&Bs/Dining-rackcards in rooms or on tables

- **In-kind donations:**
 - Lodging-complimentary or discounted rooms, group rate for exhibitors & guests
 - Dining-complimentary or discounted meals
 - Donate raffle prizes-gift certificates, product, business discounts

- **Volunteers, volunteers.....if you are available during that weekend we can put you to work.**
 - Parking & gate-needing volunteers to handle ticket sales and parking

Low cost sponsorships:

- Sponsor a local musician
- Sponsor cost of decorative accessories (i.e. flowers, plants, pumpkins, etc.)
- Advertise in the printed, full color Festival program that is handed out to all attendees.

Advertising Rates:

Business card (2" x 3.5"): \$75

¼ page (3" x 3"): \$150

½ page (3" x 6"): \$225

Full page (6" x 6"): \$400



Seventh Annual Vermont Fine Furniture & Woodworking Festival

Benefits of Sponsorship & Levels

Sponsors will receive recognition through a variety of different means based on your level of sponsorship. Please review below and reply with the requested information needed to recognize your sponsorship. If you feel that you are able to make a contribution, either financially or in-kind, that is not listed on this sheet please contact the VWMA office to discuss how you can help.

We appreciate your support of our event!

Pricing & Benefits	Level I Sponsor \$2,500	Level II Sponsor \$1,500	Level III Sponsor \$1,000	Level IV Sponsor \$500	Level V Sponsor \$200
Recognition in all Festival print materials	√	√	√	√	
Recognition on event website with link	√	√	√	√	√
Company banner displayed at event	√	√	√		
Logo on registration signage	√	√			
Table space at Event	√	√			
Complimentary registration to event	25 tickets	15 tickets	10 tickets	5 tickets	2 tickets
Business card Advertisement in VWMA newsletters	√	√	√		
Advertisement in event program	Full page ad	½ page ad	¼ page ad	Business card size ad	
Promotion of Sponsor during Festival Dollars Campaign**					√

**** Please see note on Sponsor Form**



**Seventh Annual Vermont Fine Furniture & Woodworking Festival
September 25-26, 2010 •Union Arena •Woodstock, Vermont**

SPONSOR FORM

Organization/Business: _____ **Contact:** _____

Mailing Address: _____ **City, State, Zip:** _____

Phone: _____ **Fax:** _____

Email : _____ **Website:** _____

BOLD-for web use

Please choose Sponsorship level:

_____ **Level I: \$2,500** I will be sending banner I would like table space

_____ **Level II: \$1,500** I will be sending banner I would like table space

_____ **Level III: \$1,000** I will be sending banner

_____ **Level IV: \$500**

_____ **Level V: \$200****

(**Sponsor of the Festival Dollars campaign- the public can register online, during the months leading to the Festival event, to win \$200 that is to be used at the 7th Annual Vermont Woodworking Festival)

_____ **Other:** (Please specify contribution or call the VWMA office to discuss potential in-kind or financial contributions):

Advertisements: (Level I-IV only) Please send camera-ready ads to info@vermontwood.com

Logos: Please send logos for print and web use to info@vermontwood.com

Number of Complimentary tickets requested: (please follow maximum amount appropriate to your sponsor level listed on Page 2): Quantity: _____

Payment Method:

Check (payable to VWMA) Credit card (Visa/MasterCard only)

Credit card: _____ Exp. Date: _____

Amount: \$ _____

Cardholder Signature: _____

Please send this form to The Vermont Wood Manufacturers Association:
Via Mail: VWMA, PO Box 6004, Rutland, VT 05702
Via fax: 802-747-7989