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Lindsey Phillips, Vice-president  
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Kassie Kincade  
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Tina Garner  
*Jack Sherry Real Estate & Investments*

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Greetings!

The **48th Annual Wewoka Sorghum Festival** is fast approaching and it's time once again to welcome a crowd of thousands to Wewoka and the Seminole County area! This fall on Saturday, October 28th, the Wewoka Sorghum Festival will celebrate just "History In The Making" – the theme for this year's big event. At this time, we are coming to you to ask for your support in promoting and growing one of Oklahoma's premier fall events.

As a sponsor, your support is paramount to our success. Partnering with the Sorghum Festival not only helps grow our community through investment in the festival, but exposes your business to new and broader audiences. Each year, generous sponsorship giving allows us to expand and enhance our advertising efforts which guide the festival and your brand into new markets, reaching thousands of potential customers and cultivating new generations of visitors. Just a few of the many marketing achievements accomplished in previous years through your giving include:

- ❖ Reaching over 120,000 households in southern Oklahoma/northern Texas with over 100 thirty-second commercials on ABC, NBC, and the CW networks;
- ❖ Outreach to forty-three OKC and Tulsa metro media outlets with customized marketing packets;
- ❖ Updating our website: [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org) and Social Media
- ❖ Reaching over 400,000 unique listeners in a sixty-mile radius with radio spots and PSAs on KWSH, KSLE, and KIRC stations;
- ❖ Appearing on KAUT's "Rise and Shine, Oklahoma" and KTUL's "Good Day Tulsa" morning shows; and
- ❖ Many more great achievements!

Enclosed is a Sponsorship Packet outlining many giving opportunities in support of the festival. The sponsorship levels have been designed to provide you maximum exposure for your giving dollar. Please review them carefully and know that we greatly appreciate your investment in the Sorghum Festival and the community of Wewoka. As a 501(c)(3) nonprofit, charitable organization, sponsorships to the Wewoka Sorghum Festival are tax-deductible as allowed by law.

If you have any questions or are interested in volunteering for the festival, please call us at 405.683.3636 or e-mail us at [SorghumFestivalOK.org](http://SorghumFestivalOK.org).

***We appreciate your support!***



Wewoka Sorghum Festival, Inc.  
P. O. Box 1089

Wewoka, OK 74884-1089  
405.683.3636  
[www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org)



2023 Sponsor Opportunities

HISTORY  
IN THE  
MAKING

Wewoka Sorghum Festival, Inc.  
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Wewoka, OK 74884-1089  
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# 2023 Sponsor Opportunities

## Marketing Outline

Wewoka Sorghum Festival, Inc. will begin an extensive marketing campaign in September of 2023 and will continue to promote the festival up to the date of the event. We will market the WEWOKA SORGHUM FESTIVAL through several media sources including print, radio, television, social media, and press releases. Below are some of the outlets we will use:

- Television commercials on KTEN out of Ada, broadcast throughout southern Oklahoma and northern Texas on NBC, ABC, and The CW networks reaching over 120,000 households;
- Print media in the *Wewoka Times*, *Seminole Producer*, *Konawa Leader*, *Holdenville News*, and *Hughes County Times*. Additional print media will include Oklahoma City and Tulsa metro papers, and the *Ada Evening News* and *Shawnee News Star*;
- Festival Event Guide to be distributed in Wewoka, Seminole, and Konawa markets with a readership of over 8,000 unique individuals;
- Radio, to include KWSH, KSLE, and KIRC stations with a combined reach of over 400,000 listeners from the OKC metro area to Southeastern Oklahoma;
- Social media:
  - [www.facebook.com/pages/Sorghum-Day-Wewoka-Okla](http://www.facebook.com/pages/Sorghum-Day-Wewoka-Okla) (4,100+ followers)
  - [www.facebook.com/SeminoleNationMuseum](http://www.facebook.com/SeminoleNationMuseum) (6,300+ followers)
  - [www.facebook.com/Wewoka-Chamber-of-Business-Industry](http://www.facebook.com/Wewoka-Chamber-of-Business-Industry) (600+ followers)
  - Also to include extensive Facebook marketing campaign;
- World Wide Web:
  - [www.SeminoleNationMuseum.org](http://www.SeminoleNationMuseum.org)
  - [www.cityofwewoka.com/Festivals-and-Events](http://www.cityofwewoka.com/Festivals-and-Events)
  - and on our custom-designed website: [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org)
  - Regional and on-line marketing, events, and tourism calendars;
- Full-color posters distributed in a thirty-mile radius around Wewoka; and
- Extensive state-wide public relations outreach to include metro-market television and radio stations.

## Sponsor Promotional Materials and Deliverables

### Company Logo

Please e-mail a high-resolution company logo to [WewokaSorghumFestival@gmail.com](mailto:WewokaSorghumFestival@gmail.com). Logos are due at time of payment. Please send PDF, PSD, TIFF, or JPEG files.

### Banners

If your sponsorship level includes banners, and you wish to use your own, please deliver your banner no later than October 1, 2023 to the Seminole Nation Museum. You may pick up your banner after Monday, October 31, 2023.

### Event Guide Ad

If your sponsorship level includes an ad in our Event Guide, please submit your ad to [WewokaSorghumFestival@gmail.com](mailto:WewokaSorghumFestival@gmail.com) no later than September 29, 2023.

### Tickets & Event Entries

If your sponsorship level includes tickets to the banquet or space reservations for the parade or vendor booths, they will be provided to you no later than October 9, 2023.

# 2023 Sponsor Opportunities

## Presenting Sponsor - \$10,000 and above

Up to two (2) 10'x12' Premium Location Vendor Booths to promote your business at the festival  
Full-page ad in festival Event Guide (circulation of over 8,000 in Wewoka-Seminole-Konawa area)  
Two 4'x20' banners on entertainment stage  
Three (3) 3'x8' banners displayed throughout festival area  
Logo on television commercials  
Logo on all festival promotional material and posters  
Logo on [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org) for one year, as well as link to company website  
Logo placed at all festival events including, banquet, 5K run, art & photography show, and car show  
Table for up to eight (8) at banquet  
Up to five (5) entries in parade  
Public acknowledgment on-site at festival  
Acknowledgment on social media sites  
Eight (8) Sorghum Festival t-shirts - please list sizes

## Festival Sponsor - \$5,000 and above

One (1) 10'x12' Premium Location Vendor Booth to promote your business at the festival  
Half-page ad in festival Event Guide (circulation of over 8,000 in Wewoka-Seminole-Konawa area)  
One 4'x10' banner on entertainment stage  
Two (2) 3'x8' banners displayed throughout festival area  
Logo on television commercials  
Logo on all festival promotional material and posters  
Logo on [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org) for one year, as well as link to company website  
Logo placed at all festival events including, banquet, 5K run, art & photography show, and car show  
Table for up to eight (8) at banquet  
Up to three (3) entries in parade  
Public acknowledgment on-site at festival  
Acknowledgment on social media sites  
Six (6) Sorghum Festival t-shirts - please list sizes

# 2023 Sponsor Opportunities

## Platinum Sponsor - \$2,500 and above

One (1) 10'x12' Premium Location Vendor Booth to promote your business at the festival  
Quarter-page ad in festival Event Guide (circulation of over 8,000 in Wewoka-Seminole-Konawa area)  
One (1) 3'x8' banner displayed in festival area  
Logo on television commercials  
Logo on all festival promotional material and posters  
Logo on [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org) for one year, as well as link to company website  
Logo placed at all festival events including, banquet, 5K run, art & photography show, and car show  
Table for up to eight (8) at banquet  
Two (2) entries in parade  
Public acknowledgment on-site at festival  
Acknowledgment on social media sites  
Four (4) Sorghum Festival t-shirts - please list sizes

## Gold Sponsor - \$1,000 and above

One (1) 10'x12' vendor booth location to promote your business at the festival  
Eighth-page ad in festival Event Guide (circulation of over 8,000 in Wewoka-Seminole-Konawa area)  
One (1) 3'x5' banner displayed in festival area  
Name on all festival promotional material and posters  
Logo on [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org) for one year, as well as link to company website  
Logo placed at all festival events including, banquet, 5K run, art & photography show, and car show  
Four (4) tickets to banquet  
Entry in parade  
Public acknowledgment on-site at festival  
Acknowledgment on social media sites  
Three (3) Sorghum Festival t-shirts - please list sizes

## Silver Sponsor - \$500 and above

One (1) 10'x12' vendor booth location to promote your business at the festival  
Name listed in festival Event Guide (circulation of over 8,000 in Wewoka-Seminole-Konawa area)  
Name listed on [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org) for one year  
Two (2) tickets to banquet  
Entry in parade  
Acknowledgment on social media sites  
Two (2) Sorghum Festival t-shirts - please list sizes  
Two (2) passes to VIP tent day of festival to include free food and drink at reserved table

# 2023 Sponsor Opportunities

## **Bronze Sponsor - \$300 and above**

Name listed in festival Event Guide (circulation of over 8,000 in Wewoka-Seminole-Konawa area)

Name listed on [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org) for one year

One (1) ticket to banquet

Acknowledgment on social media sites

One (1) Sorghum Festival t-shirt - please list size

## **Friend of the Festival - \$150 and above**

Name listed in festival Event Guide (circulation of over 8,000 in Wewoka-Seminole-Konawa area)

Name listed on [www.SorghumFestivalOK.org](http://www.SorghumFestivalOK.org) for one year

Acknowledgment on social media sites

## **Special Event Sponsorships**

These sponsorships are **single-event** promotional opportunities specifically in support of the festival's Special Event functions.

### **Art & Photography Show - \$50 and up**

Listing on sponsorship signage at Open House, day of festival, banquet program, and in festival Event Guide

### **Car Show Sponsorship - \$150**

Listing on back of Car Show t-shirt, listing on sponsorship signage day of festival, banquet program, and in festival Event Guide

### **John Lively Memorial 5K Run - \$75 and up**

Listing on sponsorship signage day of festival, banquet program, and in festival Event Guide

# 2023 Sponsor Opportunities

## Wewoka Sorghum Festival Sponsor Sign-Up Form

To ensure placement in our 2023 advertising campaign, please return your signed and completed sponsor form and payment no later than **September 29, 2023** to:

**Wewoka Sorghum Festival, Inc., PO Box 1089, Wewoka, OK 74884-1089**

If you require an invoice to process your payment, please include a note with your completed Sponsor Form and we will bill you.

Please choose from the following:

- Presenting Sponsor - \$10,000 and above
- Festival Sponsor - \$5,000 and above
- Platinum Sponsor - \$2,500 and above
- Gold Sponsor - \$1,000 and above
- Silver Sponsor - \$500 and above
- Bronze Sponsor - \$300 and above
- Friend of the Festival - \$150 and above
- Special Event Sponsorship
  - Art & Photography Show Sponsorship - \$ \_\_\_\_\_
  - Car Show Sponsorship - \$ \_\_\_\_\_
  - John Lively Memorial 5K Run Sponsorship - \$ \_\_\_\_\_



Wewoka Sorghum Festival, Inc. is a 501 (c)(3) nonprofit charitable organization and contributions are tax-deductible as allowed by law.

TIN: 47-3989055

### Sponsor Information:

_____ Company/Individual Name		_____ Contact Name	
_____ Address		_____ City	_____ State
_____ Office/Home Phone #		_____ Cell Phone #	_____ FAX #
_____ E-mail Address		_____ Website Address	

### Sponsor Benefits:

\_\_\_ My sponsorship level includes \_\_\_ festival t-shirts. I request the following sizes: \_\_\_\_\_

\_\_\_ My sponsorship level includes \_\_\_ banquet tickets for Monday, October 23. I will use the following number of tickets: \_\_\_\_\_  
*Please notify us prior to the banquet if circumstances determine you will be unable to use your tickets.*

\_\_\_ My sponsorship includes vendor booth space(s). \_\_\_ I will be using the space(s) \_\_\_ I **WILL NOT** be using the space(s).  
*If you do not use your spaces, they will be donated to Main Street business for use near their storefronts. Thank you!*

\_\_\_ My sponsorship includes \_\_\_ entries in the festival parade. I would like to use \_\_\_ of these entries.  
*If you would like to request additional parade entries, please call or e-mail us.*