

The Secret City festival

From the 40's to the future!

June 18-19, 2010 Oak Ridge, TN
www.secretcityfestival.com

Be a part of this year's *award-winning, nationally recognized, highly attended* Secret City Festival. The 2010 Secret City Festival will feature exhibits, entertainment, antiques and collectibles, arts and crafts, children and teen activities, a juried art show, the largest WWII reenactment in the South, tours of Oak Ridge historical facilities and sites, delicious food, two concerts featuring some of music's biggest names, *and much more!*

A special "Tribute Night" will be held on Friday, June 18, 2010. The headliner will be Daryl Stuermer-Genesis Rewired, a new band featuring Daryl Steurmer, lead guitarist and touring member of the super-group *Genesis*. Taking the stage on Saturday, June 19 will be the king of "The Twist," Chubby Checker. Checker will perform many of his hits, including "Pony Time," "Let's Twist Again," "The Limbo Rock," and, of course, "The Twist."

The support of our sponsors makes it possible to provide a premier festival that celebrates Oak Ridge's unique culture and history. Your contribution as a Secret City Festival sponsor shows the Oak Ridge community that you support the festival's goal of providing quality entertainment and activities for families at an affordable cost. A sponsorship is a great way to demonstrate your commitment to the Oak Ridge community, while receiving valuable advertising for your business.

A variety of sponsorship opportunities are offered through the Secret City Festival. Let us help you to find the one that meets your business needs.

For more information, contact a member of the Sponsorship Committee:

Jane Miller
Phone: (865) 241-3421
millerdj@y12.doe.gov

Amy Fitzgerald
Phone: (865) 425-3554
afitzgerald@cortn.org

Jane Gibson
Phone: (865) 425-3441
jgibson@cortn.org

Joye Montgomery
Phone: (865) 482-4432
montgomery102@comcast.net

The Secret City festival

June 18-19, 2010

Sponsorship Levels & Benefits

Main Event Sponsor-Funding Level \$10,000

The specific events for sponsorship are:

- ★ **Friday Night Concert Event—Pro2Serve & CROET**
 - Headliners to be announced
- ★ **Saturday Night Concert Event—Wackenhut & NetGain**
 - Headliners to be announced
- ★ **World War II Reenactment--EnergySolutions**
 - Two reenactments of actual WWII battles, plus living history displays for both days

As a **Main Event Sponsor**, you will receive:

- ★ Name on 20,000 rack cards distributed throughout the region to promote the Festival
- ★ Name on 20,000 placemats distributed to restaurants throughout Anderson County
- ★ Name in local/regional newspaper ads featuring *sponsored event*
- ★ Name mentioned in all press materials related to the *sponsored event*
- ★ Corporate link from the Secret City Festival web site
- ★ Name displayed on signage at *sponsored event*
- ★ 30 complimentary tickets for either Friday or Saturday night entertainment
- ★ Discount tickets for Friday and Saturday night concerts for sponsor's employees
- ★ On-site promotion at sponsor's place of business
- ★ Each sponsor will receive a post event report outlining their publicity benefit for their investment
- ★ Thank you ad

Venue Sponsor-Funding Level \$5,000

The specific venues for sponsorship are:

- ★ **Shuttle Buses**
 - Five buses running continuously during both days of the Festival
- ★ **Pavilion Sponsor—Pilot Travel Centers**
 - Two days of continuous entertainment on main venue stage in Bissell Park
- ★ **Juried Art Show**
 - Indoor juried art show with fine crafts and artwork presented by the Oak Ridge Art Center
- ★ **Arts & Crafts Show**
 - Regional and local crafters offering their creations for sale outside in a big tent
- ★ **Antiques & Collectibles Show**
 - Many regional and local dealers offering their antiques/collectibles outside under a big tent
- ★ **Children's Festival—4 Sponsorships Available**
 - FREE activities for children of all ages
Children's Arts & Crafts—Oak Ridge Chapter of Credit Unions
Toddler's Area
Petting Zoo
Teen Area

As a **Venue Sponsor**, you will receive:

- ★ Name on 20,000 placemats distributed to restaurants throughout Anderson County
- ★ Name mentioned in all press materials related to the *sponsored event*
- ★ Corporate link from the Secret City Festival web site
- ★ Name displayed on signage at Festival
- ★ 16 complimentary tickets for either Friday or Saturday night entertainment
- ★ Discount tickets for Friday and Saturday night concerts for sponsor's employees
- ★ Each sponsor will receive a post event report outlining their publicity benefit for their investment
- ★ Thank you ad

Contributing Sponsor-Funding Level \$2,500

Available for sponsorship are:

- ★ **Bus Stops—Methodist Medical Center**
 - Three bus stops/rest areas
- ★ **Information Booths—Methodist Medical Center**
 - Centrally located with information about the Festival
- ★ **Courtesy Carts**
 - On-site transportation
- ★ **Food Tent**
 - 40'x40' tent with tables and chairs located in Food Court area

As a **Contributing Sponsor**, you will receive:

- ★ Name linked to all advertisements featuring *sponsored event* including press, radio, TV, and Internet
- ★ Corporate link from the Secret City Festival web site
- ★ Name displayed on signage at *sponsored event*
- ★ 8 complimentary tickets for either Friday or Saturday night entertainment
- ★ Discount tickets for Friday and Saturday night concerts for sponsor's employees
- ★ Thank you ad

Supporting Sponsor-Funding Level \$1,000

Available for sponsorship is:

- ★ **Oscar the Robot**
 - Friday or
 - Saturday

As a **Supporting Sponsor**, you will receive:

- ★ Name on Festival signage
- ★ Corporate link from the Secret City Festival web site
- ★ Name displayed on signage at Festival
- ★ 4 complimentary tickets for either Friday or Saturday night entertainment
- ★ Discount tickets for Friday and Saturday night concerts for sponsor's employees
- ★ Thank you ad

**Community Sponsor-Funding Level
\$ 500 and Under**

As a **Community Sponsor**, you will receive:

- ★ Name on Festival signage
- ★ 2 complimentary tickets for either Friday or Saturday night entertainment
- ★ Discount tickets for Friday and Saturday night concerts for sponsor's employees
- ★ Thank you ad

SECRET CITY FESTIVAL
June 18 & 19, 2010
Sponsorship Commitment Form



Yes, _____, would like to sponsor the
(Company name)

Secret City Festival as a _____ sponsor.
(sponsorship level)

(Signature of company representative)

(Date)

Please remember to sign and send:

- 50% down payment due February 26, 2010 to take full advantage of the sponsorship benefits.
- Balance due March 31, 2010.
- Provide your company logo in reproducible form to the Secret City Festival.
- Provide information to the Secret City Festival about your company and names of key personnel for media releases.
- Checks should be made payable to: Secret City Festival.

Mail to:

City of Oak Ridge
Attn: Diana Stanley
P.O. Box 1
Oak Ridge, TN 37831-0001
dstanley@corn.org