



August 28, 2023

Dear Business Owner:

We have some exciting news... The Town of Poolesville is adding a new event to our annual lineup called RocktoberFest! The 1<sup>st</sup> annual RocktoberFest will be held on Saturday, October 21<sup>st</sup> from 2 to 6 pm. This event is being planned by our SpringFest Committee and will incorporate some of the best of SpringFest (think great bands and brews), with many kid's activities from our past "WUMCO Walk & Harvestfest event, and we are asking for your generous support.

We are inviting four Maryland breweries and wineries to participate. We will also invite food trucks and local artisan vendors. We will have great bands performing throughout the day, plus activities such as a children's costume contest, pumpkin painting, and scarecrow making. We will end the evening on a chilly note by showing a movie.

We offer two levels of sponsorship for your consideration, Gold & Silver. I have enclosed our forms for you to look over. We need your commitment by September 8th so we can include your business in our marketing materials.

Residents have told us that these town events help make Poolesville a great place to live. This event could not happen without sponsorship such as yours. Thank you for making a difference in our community.

Sincerely

*Cathy Bupp*

Cathy Bupp  
Event Coordinator  
Town of Poolesville

**Please return your sponsorship form by September 8<sup>th</sup>, so your business can be promoted with the event.**



# 1<sup>st</sup> ANNUAL ROCKTOBERFEST 2023 SPONSORSHIP OPPORTUNITIES

**ROCKTOBERFEST – SATURDAY, OCTOBER 21, 2023**  
**2:00 p.m. – 6:00 p.m.**  
**WHALEN COMMONS PARK**  
**19701 FISHER AVENUE, POOLESVILLE, MD 20837**

Put your business in front of hundreds of Bands & Brews lovers by becoming a sponsor of  
Poolesville's 1<sup>st</sup> Annual RocktoberFest!

*Two sponsorship levels to choose from*

## **Gold Sponsorship - \$350.00**

**One booth space**

**Logo/Name included in all print material: Direct Mail piece, Town FB page, local newspaper ads, festival sponsor banner**

**Logo, link included on Town Website**

**Two Banners (supplied by sponsor) displayed on-site**

**4 entries into Beer/Wine Tasting Tent**

## **Silver Sponsorship - \$200.00**

**Recognition in all print material: Direct mail piece, Town FB page, local newspaper ads, festival sponsor banner**

**Recognition on Town Website**

**Banner (supplied by Sponsor) displayed on-site**

**2 entries into Beer/Wine Tasting Tent**



# 1<sup>st</sup> ANNUAL ROCTOBERFEST 2023 SPONSORSHIP FORM

**ROCKTOBERFEST – SATURDAY, OCTOBER 21, 2023**

**2:00 p.m. – 6:00 p.m.**

**WHALEN COMMONS PARK**

**19701 FISHER AVENUE, POOLESVILLE, MD 20837**

If you are interested in participating as a sponsor, please check off which type of sponsorship package you or your organization would like and fill out the additional information below (please print):

\$350.00 GOLD \_\_\_\_\_ \$200.00 SILVER \_\_\_\_\_

Name of Sponsoring Business or Organization (this will be the name listed in advertising)

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone No. \_\_\_\_\_

## 2023 ROCKTOBERFEST SPONSORSHIP AGREEMENT

By signing below, I as the representative hereby understand and agree to the following:

1. I must supply my banner to Town Hall one week prior to the event to be displayed at festival site.
2. My sponsorship may include a free booth – If I am selling any type of food or beverage – even bottled water or prepackaged goods – I must have a permit from the Montgomery County Health Department (240-777-3986).
3. I am responsible for collecting sales tax & filing any required documentation (1-800-492-1751).
4. If I am planning any type of raffle, I must have a permit from the Montgomery County Department of Health & Human Services (240-777-3833).

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please remit payment to: Town of Poolesville, Attn: Cathy Bupp, P.O. Box 158, Poolesville, MD 20837 by September 8<sup>th</sup>, so your business can be promoted along with the event!