



2008 Sponsorships

PROJECT JOY AND YOU

As a sponsor of the first annual Life is good Festival at Mayfaire in Wilmington, NC, your company has the opportunity to partner with one of the world's most impactful lifestyle brands and tap into the goodwill and charitable efforts of their world-class festivals. Life is good Festivals are homegrown, family- focused events that have become premier community celebrations in the northeast and are quickly spreading nationwide.

Purpose of Project Joy:

- 1) To spread good vibes by bringing communities together for good old-fashioned outdoor events
- 2) To raise awareness for Project Joy, a non-profit organization dedicated to fostering the healthy development of our most vulnerable children. Many are children living in poverty that have been deeply impacted by violence, loss and other traumatic experiences.

Platinum Sponsor \$5,000

Pre-Festival Benefits

- Premium logo positioning on all signage, ads, website and promotional materials.
- Company name will be identified as a platinum sponsor on all direct marketing for the event (including web presence, email blasts, posters, flyers and signs).
- Your logo and a link to your organization are placed on the festival web site.
- You will have access to use the Life is good logo in your promotional efforts for the event.
- Your company name will be listed as a platinum level sponsor on all press releases distributed to the media before and after the event.

Festival Day Benefits

- Premium location of 10 x 10 booth or tent in festival where you may sponsor an event, activity, or game.
- Multiple opportunities for product/service integration and distribution.
- Opportunity to distribute flyers/giveaways.
- Company/logo placed on "Thank You" signs located across the festival site.

Gold Sponsor \$1,000

Pre-Festival Benefits

- Company logo/link to your web site will be on the festival web site.
- Company name will be visible on all direct marketing for the event (including web presence, email blasts, posters, flyers and signs).
- Company/logo will be listed as a gold level sponsor on all press releases distributed to the media before and after the event.

Festival Day Benefits

- 10 x 10 booth or tent in festival where you may sponsor an event, activity, or game.
- Opportunity to distribute flyers/giveaways.
- Company/logo placed on "Thank You" signs located across the festival site.

Silver Sponsor \$500

Pre-Festival Benefits

- Company/logo will be on the festival web site.

Festival Day Benefits

- Opportunity to distribute information at the festival (flyers/giveaways).