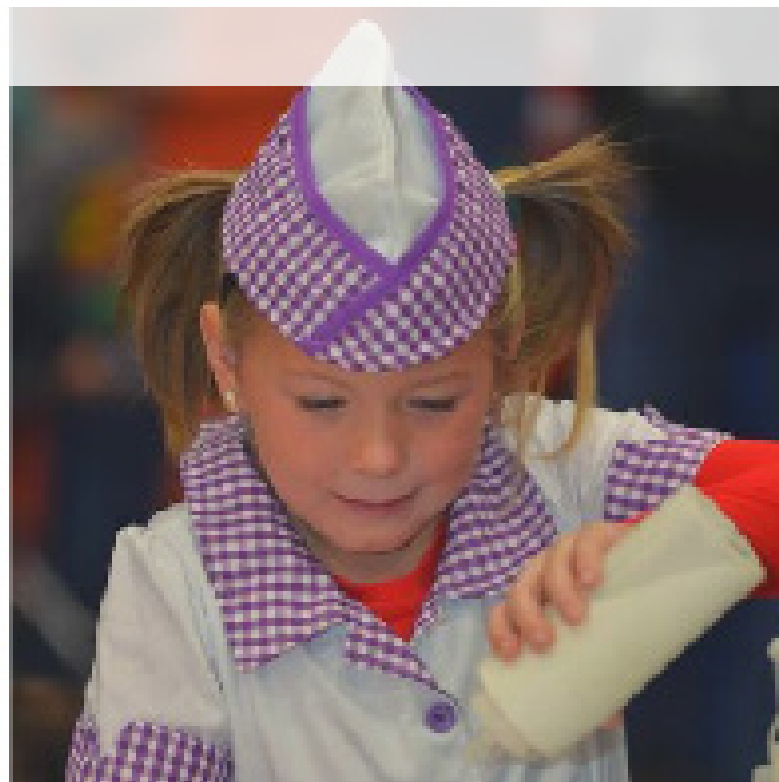
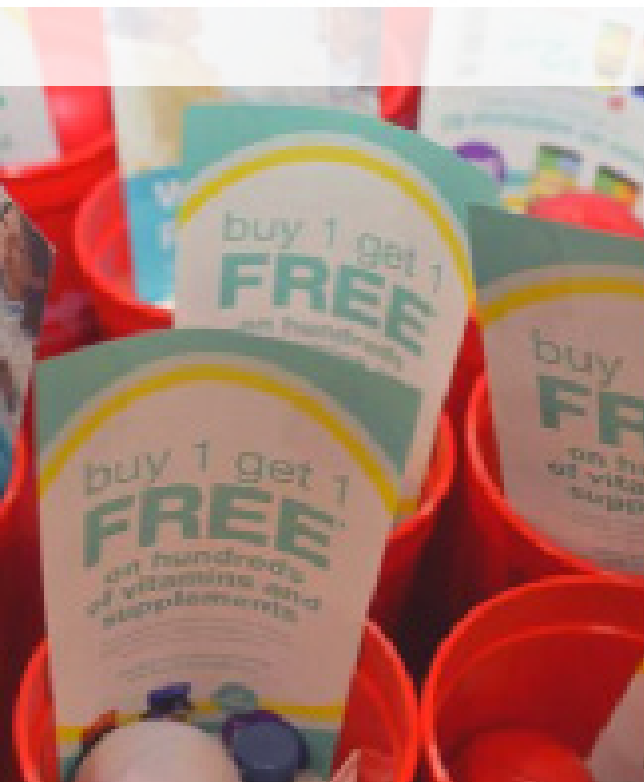




# MILITARY FAMILY FESTIVAL SPONSORSHIP OPPORTUNITIES



**38% of all military families have children under five years old; 38% between ages 6 - 11; 39% between ages 12-17**

**Total household income of military families in Hampton Roads is \$92K**

*source: Scarborough Nielsen,  
2019 Release 1*



**VIRGINIA  
MEDIA**



## **MILITARY FAMILY FESTIVAL EVENT**

**Military Family Festival** provides our local military families with a day of appreciation and fun. Each October the festival vibrates with an entertaining kid-friendly fall theme and cool activities while our vendors share lots of Halloween treats.

**DATE:**

October 25, 2020

**LOCATION:**

Virginia Beach Convention Center



**VIRGINIA  
MEDIA**



# PARTNERSHIP OPPORTUNITY

## PRESENTING SPONSOR

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**TOTAL INVESTMENT: \$10,000**

### ON-SITE EVENT ACCESS

- Category exclusivity\* and recognition as Presenting Sponsor
- Logo incorporated into event logo as Presenting Sponsor
- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on prominent event signage
- Opportunity to speak during program
- Opportunity to present gifts/prizes for event
- DJ announcements (six)
- 20' x 20' space with pipe and draping (includes table and chairs)

### DEDICATED ADVERTISING

#### Print\*

- Four - half page full color ads in *The Flagship Newspaper*

#### Digital\*

- 250,000 targeted, programmatic ad impressions
- 100,000 geo-fenced, mobile ad impressions
- Email blast to 50,000 targeted recipients

### PROMOTION

- Logo recognition on event website with live link to sponsor URL of choice
- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Recognition as sponsor on social media

*\*Exclusivity applies only to presenting sponsorship level*

*\*\*All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*



# PARTNERSHIP OPPORTUNITY

## **GOLD SPONSOR**

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**TOTAL INVESTMENT: \$5,000**

### **ON-SITE EVENT ACCESS**

- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on event signage
- Opportunity to present gifts/prizes for event
- DJ announcements (four)
- 20' x 10' space with pipe and draping (includes table and chairs)

### **DEDICATED ADVERTISING**

#### **Print\***

- Three - half page full color ads in *The Flagship Newspaper*

#### **Digital\***

- 100,000 targeted, programmatic ad impressions
- 50,000 geo-fenced, mobile ad impressions

### **PROMOTION**

- Logo recognition on event website with live link to sponsor URL of choice
- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Recognition as sponsor on social media

*\*All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*



## PARTNERSHIP OPPORTUNITY

# SILVER SPONSOR

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**TOTAL INVESTMENT: \$2,500**

### ON-SITE EVENT ACCESS

- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on event signage
- DJ announcements (two)
- 15' x 10' space with pipe and draping (includes table and chairs)

### DEDICATED ADVERTISING

#### Print\*

- Two - half page full color ads in *The Flagship Newspaper*

#### Digital\*

- 50,000 targeted, programmatic ad impressions

*\*All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*

*All orders are subject to the Terms and Conditions here:<https://www.tribpub.com/ad-io-terms/> These terms may be updated from time to time. All orders will be subject to the Terms and Conditions that are in effect on the date an order is placed. By placing an order for print ,digital, and/or preprint advertising,advertisers accept and agree to these Terms and Conditions.*

viriniamedia.com/militarynews  
info@viriniamedia.com

## PARTNERSHIP OPPORTUNITY

# BRONZE SPONSOR

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**TOTAL INVESTMENT: \$1,500**

### ON-SITE EVENT ACCESS

- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on event signage
- DJ announcements (one)
- 10' x 10' space with pipe and draping (includes table and chairs)

### DEDICATED ADVERTISING

#### Print\*\*

- One - half page full color ad in *The Flagship Newspaper*

## TABLE SPONSOR

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**TOTAL INVESTMENT: \$595**

- Six foot table with linen and two chairs, located at various points throughout event

Military Family Festival v2 (2.20.20)

