



Dear Community Partner,

The Town of Selma invites you to help us celebrate our town's history with the railroad. The 47th annual Selma Railroad Days Festival will be held in Downtown Selma, October 7-9th, 2022. We are looking forward to opportunities to build lasting memories and make this year's festival one to remember. Without the generous support of our local business community, the festival would not be possible. We hope that you will consider partnering with us as a sponsor.

We are excited to share with the community the importance of the railroad; our citizens work to preserve the Historic Selma Depot and celebrate the many cultures that now call Selma home. Our committee is excited about the new changes to the event this year. We believe it will create new interest. As in years past, the festival will highlight railroad-themed activities and artisans in this fun-filled family event.

Railroad Days is the largest event in Selma! The three-day festival will include events such as a student art show, Selma Firefighters Association BBQ cookoff, Chew Chew Food Truck Rodeo, live entertainment, Junior Engineers Stations, Railroad Days Parade, Crowning of Miss Hispanic Heritage Johnston County, Selma Railroad Days 5K run/walk, model train display, and much more. The money raised from the event helps to support various programs in the town put on by Selma Parks and Recreation and other public works projects.

The town of Selma and its work in the community would not be possible without the generous support of partners like you. We invite you to participate in the 2022 festival through the various sponsorship opportunities enclosed to find the level that is most fitting for you and your business! Please return the enclosed completed sponsorship form and payment by September 1st in order to receive all sponsor benefits.

You can return your completed Sponsorship form via email to Alyssa Fox, Selma Parks and Recreation Director at afox@selma-nc.com. If you have any questions feel free to reach me by phone at 919-965-9841.

Respectfully yours,

Alyssa Fox
Parks and Recreation Director
Town of Selma



October 7-9, 2022

SPONSORSHIP INFORMATION:

Locomotive - \$15,000 (2 opportunities available)

Listed as partner organizations presenting the Selma Railroad Days with the Town of Selma in print, billboard, and radio advertisements.

- Includes premier festival booth (if needed)
- Selma Railroad Days Parade slot (if wanted)
- Sponsor acknowledgment in print media
- Logo and link on Railroad Days website
- Logo on t-shirts
- Exclusive naming rights for 1 of the two main stages
- Exclusive placement of advertisement on day event signage and on social media
- Logos on step and repeat festival banner
- (10) Complimentary festival t-shirts
- Meet and greets with headline bands Friday and Saturday night
- Access to sponsors hospitality room during the festival
- Live acknowledgment during all concerts events

Engineer- \$7,500 (3 opportunities available)

- Includes premier festival booth (if needed)
- Selma Railroad Days Parade slot (if wanted)
- Exclusive sponsorship of one segments
- Sponsor acknowledgment in print media advertisement
- Logo and link on Railroad Days website
- Logo on t-shirts
- Exclusive placement of advertisement on day of event signage and on social media
- Meet and greets with headline bands Friday and Saturday night
- Access to sponsors hospitality room during the festival
- (8) Complimentary festival t-shirts
- Live acknowledgment during all concert events.

Conductor - \$5,000

- Includes festival booth (if needed)
- Selma Railroad Days Parade slot (if wanted)
- Meet and greets with headline bands Friday and Saturday night
- Sponsor acknowledgment in print media advertisement
- Logo and link on Railroad Days website
- Logo on t-shirts
- Exclusive placement of advertisement on day of event signage and on social media
- Access to sponsors hospitality room during the festival
- (7) Complimentary festival t-shirts
- Live acknowledgment during all concerts events



Trainmaster - \$2,500

- Includes festival booth (if needed)
- Selma Railroad Days Parade slot (if wanted)
- Logo and link on Railroad Days website
- Exclusive placement of advertisement on day of event signage and on social media
- Access to sponsors hospitality room during the festival
- (5) Complimentary festival t-shirts.

Fireman - \$1,000

- Selma Railroad Days parade slot (if wanted)
- Logo and link on Railroad Days website
- Exclusive placement of advertisement on day of event signage and on social media
- Access to sponsors hospitality room during the festival
- (3) Complimentary festival t-shirts.

Station Master - \$500

- Includes printed as sponsor on the day of the event and on social media
- Name and link on Railroad Days website
- Access to sponsors hospitality room during the festival
- (2) Complimentary festival t-shirts

Station Attendant - \$250

- Includes name printed as sponsor on day of the event and on social media ads
- (1) Complimentary festival t-shirt



Yes, we want to sponsor the 2022 Selma Railroad Days to be held on
Friday, October 7th, Saturday, October 8th & Sunday, October 9th, in Historic Downtown Selma.

SPONSORSHIP LEVEL: _____

AMOUNT OF SPONSORSHIP: \$ _____

BUSINESS NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PRIMARY CONTACT NAME: _____

EMAIL: _____ PHONE: _____

T-SHIRT SIZE (S): _____

***All festival communications will be directed to the primary contact at the email address provided.**

Sponsor display booth needs to be set up by **2:00 p.m. on Friday, October 7th** and can be broken down **Sunday, October 9th between 6:00-8:00pm**. Overnight security will be on site, but sponsors that choose to leave displays do so at their own risk. You will need to bring your own tent, tables, and chairs.

Please note, that the Selma Railroad Days Festival is a **RAIN OR SHINE** event!

10' x 20' display booth space (Locomotive & Engineer level sponsors only)

10' x 10' display booth space (Engineer, Conductor, and Trainmaster)

No booth space requested

Selma Railroad Days Parade slot requested (Locomotive, Engineer, Conductor, Trainmaster, and Fireman)

No Selma Railroad Days Parade slot requested

Please submit this form and payment by September 1st, 2022, to receive full sponsorship benefits.

Also, we ask that you **email a high-resolution copy of your logo to afox@selma-nc.com. (includes returning sponsors)**. Payment can be remitted by check to **Selma Railroad Days, 112 E Anderson St. Selma, NC 27576**, or by **credit card over the phone (requires an additional 3.5% processing fee)**.

Thank you for your support!

For additional information, please contact Alyssa Fox, Selma Parks and Recreation Director at afox@selma-nc.com, or by phone at 919-965-9841, ext: 8001.