

## Selma Annual Event Sponsorship Policy

### Introduction

The Town of Selma invites local businesses and organizations to become valued community partners by sponsoring our annual events. The sponsorship program provides a valuable opportunity for local businesses to support our events, increase brand visibility, and engage with the community. This policy outlines the sponsorship tiers, benefits, deadlines, and expectations for sponsors.



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### Sponsorship Program Details

Selma Events offers three distinct sponsorship tiers for the upcoming year. Each tier offers different levels of financial support, promotional opportunities, and recognition for local businesses and organizations.

### Sponsorship Tiers & Benefits

#### 1. Tier 1: \$2,500 Sponsorship (Bronze)

*Benefits:*

- Logo on the town website for the sponsorship year
- Small company logo placement on event signage used during Polar Bear Run, Daddy Daughter Dance, and the Selma Christmas Parade
- Recognition during announcements for **All-American Festival** and **Railroad Days** as a Tier 1 sponsor
- Recognition on flyers and advertisements for the Polar Bear Run, Daddy Daughter Dance, and the Selma Christmas Parade as a Tier 1 sponsor
- Receive a town sponsorship decal

#### 2. Tier 2: \$5,000 Sponsorship (Silver)

*Benefits:*

- Logo on the town website for the sponsorship year
- Medium company logo placement on event signage used during all town events
- Recognition on all flyers and advertisements for events
- Recognition in event press materials and emails
- Recognition during announcements for **All-American Festival** and **Railroad Days**
- Opportunity to provide business promotional materials to be displayed at town booth during **All-American Festival** and **Railroad Days**
- Receive a town sponsorship decal

- Receive two (2) complimentary event tickets

### **3. Tier 3: \$7,500 Sponsorship (Gold)**

#### *Benefits:*

- Logo on the town website for the sponsorship year
  - Prominent company logo placement on event signage used during all town events
  - Recognition on all flyers and advertisements for events
  - Recognition in event press materials and emails
  - Recognition during announcements for **All-American Festival** and **Railroad Days**
  - Opportunity to provide business promotional materials to be displayed at town booth during **All-American Festival** and **Railroad Days**
  - Receive a town sponsorship decal
  - Receive four (4) complimentary event tickets
  - Opportunity to speak on the Main Stage at the **All American** and **Railroad Days Festivals**
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### **In-Kind Sponsorships**

The Town may accept in-kind contributions (such as equipment, services, or goods) that directly provide event support or are otherwise approved by event coordinators and Town Manager. These donations will be reviewed to ensure they comply with this acceptance criteria policy, fit within a specified event sponsorship level, and directly support the needs of Town event(s).

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### **Application & Payment Schedule**

- **Sponsorship Application Deadline:** June 1
- **Payment Due Date:** July 1

All interested sponsors must submit their completed application by the stated deadline. Accepted sponsors will receive instructions for payment, which must be received by the payment due date. Failure to meet these deadlines will result in forfeiture of sponsorship opportunities for the event.

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### **Guidelines for Sponsorship:**

1. Sponsorships must align with the town's values and mission to support community engagement and public benefit.
2. The Town of Selma reserves the right to decline sponsorships that may conflict with town policies or event themes.

3. Sponsorship agreements will be formalized through a written agreement detailing benefits and responsibilities.
  4. Payments must be made in full before sponsorship benefits are activated.
  5. Sponsors may not use the town's logo or name without prior written approval from the Town Manager.
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### **How to Apply**

Businesses and organizations interested in becoming an Annual Sponsor should contact us at [events@selma-nc.com](mailto:events@selma-nc.com) or visit Town Hall to obtain a sponsorship application. Completed applications should be submitted by the deadline to ensure consideration.