



Sweet Dreams, Inc.

Saturday, June 1, 2019 9:00 a.m. – 4:00 p.m.  
Stuarts Draft Park, Stuarts Draft, VA 24477

Dear Friends:

You are cordially invited to participate in the award winning Sweet Dreams Festival to be held Saturday, June 1, 2019 at Stuarts Draft Park. Sweet Dreams is a free community special event sponsored by many great local businesses, industries and community agencies. Since Stuarts Draft is the home of Hershey Chocolate of Virginia and McKee, the maker of Little Debbie® snack cakes, we have the opportunity to celebrate Stuarts Draft as the “Sweetest Place to Live.” We would love for you to be a part of this wonderful family friendly event!

The Sweet Dreams Festival continues to grow and offer new attractions. Admission and all activities are free including: live stage entertainment, contests, children’s crafts and entertainment, bingo, rock climbing wall, 5K race, cornhole tournaments and business/industry softball tournament. The festival also local crafters and artisans, community agencies, businesses and food vendors.

After reviewing the enclosed sponsorship information, if you wish to speak to me in more detail about the festival or have any questions, please feel free to call or email. My office hours are Monday through Friday, 8:00 a.m. - 5:00 p.m.

The Sweet Dreams Board is truly excited about the upcoming 16<sup>th</sup> year of the event! We hope you will be a part of this celebration! To receive all recognition benefits of your sponsorship, please complete the Sponsor Registration Form and return by Friday, March 22, 2019. Forms and sponsorship donations can be mailed to: Augusta County Parks and Recreation, Attn: Lettie Stickley, P.O. Box 590, Verona, VA 24482. Sponsorships may still be accepted after March 22, however some promotional materials may already be printed and other opportunities may have passed.

Sincerely,

*Alex Williams*

Alex Williams  
Special Events Coordinator  
Augusta County Parks & Recreation  
540-245-5727  
[awilliams@co.augusta.va.us](mailto:awilliams@co.augusta.va.us)

Please visit [www.SweetDreamsDay.com](http://www.SweetDreamsDay.com) or our Facebook page for more information about this year’s Sweet Dreams Festival!



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## Sponsor Registration Form

**Please return this form with your sponsorship contribution by Friday, March 22, 2019.**

Company Name: \_\_\_\_\_

Owner/Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Description of all item(s) to be distributed or activities you will have at your booth: \_\_\_\_\_

Checks or In-kind contributions are equivalent to the amount of \$ \_\_\_\_\_

Please circle level of sponsorship:

**\$2,500**    **\$1,500**    **\$500**    **Cornhole Board/\$250**    **\$100**    **Other**\_\_\_\_\_

Please circle size of exhibit space needed for your display at the festival:

(You will need to provide your own chairs, tables and tent)

**two 10' x 12'**  
(must be a \$1,500 sponsor or more)

**one 10' x 12'**

**None**

What day will you set up (please circle):    Friday    or    Saturday

**Please tell us if you would like your company banner displayed at the festival:**

**Yes**  
(banner to be provided by sponsor)

**No**

I certify that I have read and understand the material set forth in the Sponsor Prospectus and that I agree to abide by all procedures, provisions and regulations contained in the package.

I further agree to indemnify, defend and hold harmless Sweet Dreams, Inc., its officers or any individual working with the event, responsible from and against losses, injuries, damages, and liabilities to persons or property arising out of or resulting from my participation in this event.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Make check payable to:** Sweet Dreams, Inc.

**Mail to:** Augusta County Parks and Recreation, Attn: Lettie Stickley, P.O. Box 590, Verona, VA 24482.

**Sweet Dreams, Inc. – I.D. # 26-4037676**

