



# Olympia FEST

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APRIL 30, 2011

**SPONSORSHIP OPPORTUNITIES**



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**Dear Friend of the Olympia Community,**

Please join us in presenting the 2011 *OlympiaFEST* to be held on April 30, 2011 on the lawn in front of the Olympia and Granby Mills, 510 Heyward Street, Columbia, SC 29201.

This is an exciting endeavor for the Olympia Community Festival Association and the Olympia Community Education Foundation, designed to build a greater sense of history and belonging among residents and visitors, and celebrate our vibrant neighborhood. Our goal is to educate the public about the Olympia mill village and to showcase the attractive aspects of living in this historic village. It is an opportunity to meet and mingle, for children to play, to learn and to appreciate the special charm of our area. We want residents from all over Columbia and the Midlands to recognize our great community and to spend a day celebrating Olympia with us!

Now in its FIFTH year it is a community event we look forward to each year.

**Join us!**

To make this event the best it can be we'd like to invite you to consider the different levels of sponsorship opportunities enclosed. And to ensure our sponsors get the maximum impact for their contribution, we have built in numerous benefits for providing your donation, including segmented marketing to targeted demographics and promotional support from local media outlets.

This is a great opportunity for your business to truly make a difference in the Olympia Community and become associated with what is sure to be an outstanding event for everyone involved. We hope you will choose to be an integral part of this effort, and look forward to hearing from you.

To ensure that your name and logo are in all festival promotions, please return the attached form and your check, along with your logo before *March 31, 2011*. If you have any questions or would like more information, please feel free to call me at 803-261-0559.

Sincerely,

*Joby Castine*

Joby Castine, Vice President  
*Olympia Community Festival Association, Inc*  
*OlympiaFEST* Festival and Sponsor Chair

Bill Yandle, President  
*Olympia Community Festival Association, Inc.*

Bob Davis, Treasurer  
*Olympia Community Festival Association, Inc.*



## FESTIVAL INFORMATION

### **When and Where is OlympiaFest?**

The 2011 festival will be held Saturday, April 30 from 10 a.m. until 5 p.m. on the lawn in front of the renovated Olympia and Granby Mills, 510 Heyward Street, in Columbia, SC.

### **What is the scope of the festival?**

The Festival will have an extensive array of components, some of which are explained here.

**QUARRY TOURS** Vulcan Materials will again sponsor bus tours into its quarry in the Olympia village -- at no cost to the festival. Bus tours will depart for the quarry from the festival site every 30 minutes beginning at approximately 10:00 a.m. Quarry tour wristbands will be sold for \$5 each and all proceeds will go to support Olympia community programs.

*Vulcan Materials Company donates all quarry tour buses and bus drivers and does not receive any compensation whatsoever.*

### **FREE POINTS OF INTEREST** in the Olympia Community of Columbia, SC:

**The World War I Doughboy statue** - a monument honoring the sons of the Olympia, Granby and Whaley Street neighborhoods who served their country during World War I

**701 Whaley** - Originally the community building and general store for the mill village, 701 Whaley underwent a multi-million dollar renovation beginning in 2007. Just to name a few, 701 is home to the 701 Center for Contemporary Art, the All-Local Farmers' Market, Conservation Voters of SC, Sustainable Midlands and a variety of other live/work loft apartments and office studios. 701 has reception and meeting space that can accommodate from 10 to over 1000 guests. [701Whaley.com](http://701Whaley.com)

**The "Rock"** - an old painted railroad pillar - now part of the Three Rivers Greenway

**Olympia Park** - a quiet neighborhood green space; part of Richland County's park system at the "hot water branch"

**Granby River Walk** - part of the Three Rivers Greenway project

### **FESTIVAL ACTIVITIES:** On the green space in front of the Olympia and Granby Mills

**FREE** live bands performing on the main stage virtually all day

**Craftsmen, Artisans and Food Vendors** displaying and selling their wares

**FREE** children's games

**FREE** tours of the renovated Olympia Mill every half hour from noon until 4:00 p.m.

Docents educating festival goers about mill village life

**Who is the target market for this festival?**

Our primary target market includes the residents of Columbia and surrounding areas. From the outset in 2007, our **FREE** festival has appealed to a wide range of age groups—from young children and teens, to college students, young professionals, families and long-time residents.

**How will the festival be promoted?**

Mrs. Sally Davis, who has been one of the festival's organizers since 2006, will oversee festival promotions. The design and distribution of festival information through television, radio, print, online resources, and public relations will be similar to prior years; all of which will extend the reach of the festival. You may contact her at 803-360-9447 for promotional information.

**Who sponsors the festival?**

The festival is sponsored by the Olympia Community Festival Association, Inc., a (501(c)(4) tax exempt, non-profit organization) and by the Olympia Community Education Foundation (which foundation intends to apply for 501(c)(3) non-profit status), in addition to The City of Columbia and Richland County Neighborhood Improvement Program. All proceeds from the festival are used to educate the public about the Olympia community and to support community programs.

If you have any additional questions, please call Joby Castine, Festival Chair, at 803-261-0559.

We look forward to working with you!

Thank you, in advance, for your support.



## SPONSORSHIP PACKAGES

### *What do you get for being a sponsor?*

**RECOGNITION!** No matter which level of sponsorship you select, the benefits to your company are tremendous. Advertising space will be appropriate to sponsorship level. You'll not only have your logo in front of people on promotional materials and displays, mentions in media coverage and pre-event awareness activities, but you'll be recognized as a true Olympia Community supporter.

#### **CLOCK TOWER SPONSOR \$2,501 to \$5,000**

*Benefits include:*

- Name notoriety during all promotional activities associated with the festival
- 16 festival tour wristbands
- Banner placement on main stage and fence announcing sponsorship (sponsor to provide)
- Large/prominent logo placement on all publicity during media promotions
- Special VIP quarry tour beginning at 10:00

#### **GRANITE SPONSOR \$1,001 to \$2,500**

*Benefits include:*

- Name notoriety during all promotional activities associated with the festival
- 12 festival tour wristbands
- Banner placement on fence announcing sponsorship (sponsor to provide)
- Logo placement on all publicity during media promotions
- Special VIP quarry tour beginning at 10:00

#### **DOUGHBOY SPONSOR \$501 - \$1,000**

*Benefits include:*

- Name notoriety during all promotional activities associated with the festival
- 8 festival tour wristbands
- Banner on fence (sponsor to provide)
- Placement of informational booth at festival
- Special VIP quarry tour beginning at 10:00

#### **CORKBALL SPONSOR \$100 TO \$500**

*Benefits include:*

- Name notoriety during all promotional activities associated with the festival
- 4 festival tour wristbands
- Banner on fence (sponsor to provide)
- Logo placement on all publicity during media promotions
- Special VIP quarry tour beginning at 10:00

You'll find the sign up form on the following page.

Act now for the best possible levels! Sponsorships will be granted on a first-come, first-serve basis.

If you are unable to fall into a sponsorship category, please give as you are able.

**Thank you!**



COMPLETE AND RETURN

**SPONSORSHIP SIGN-UP FORM**

We thank you in advance for your support. This festival would not be possible without you. The Olympia Community Festival Association, Inc. is a 501(c)(4) non-profit organization.

I/we, \_\_\_\_\_  
(Company or Individual Name)

**will gladly participate in OlympiaFest as a sponsor.**

**Sponsorship Level - Please refer to the sponsorship opportunities pages for benefits associated with the levels below.**

**Please check one:**

- \$2501 - \$5000 Clock Tower Sponsor
- \$1001 to \$2500 Granite Sponsor
- \$501 to \$1000 Doughboy Sponsor
- \$100 to \$500 Corkball Sponsor
- Other sponsorship \$ \_\_\_\_\_

*If you are unable to fall into a sponsorship category, please give as you are able – Thank you!*

**Contact Information:**

Company or Individual Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

*Receipt will be sent to the above address once check is received.*

*Please complete this form and mail it with your check made payable to:*

**OCFA/Olympia Community Education Foundation  
Joby Castine, Festival Chair  
701 Whaley Street  
Columbia, SC 29201**

**DEADLINE: To ensure that your name and logo are in all festival promotions, please return this form and your check, along with your company’s logo, before March 31, 2011.**