



# St. Benedict Carnival Advertising & Sponsorship Opportunities

St. Benedict Catholic Church and School  
Sep. 14 – Sep. 16, 2018

## Advertising and Sponsorship Opportunities

As a non-profit school and parish, St. Benedict Catholic Church and School relies upon its local community and its families to join in the effort to raise revenue for school facilities, instructional programs, social services, and educational materials. Please take a few minutes to see how your business, organization, or family can become a sponsor of the 12<sup>th</sup> annual St. Benedict Carnival.

## Sponsorships are Good Business

Corporate sponsorships are good business and an excellent way to “give back” to the community. As a sponsor of the St. Benedict Carnival, your company will realize tangible marketing benefits in return for your sponsorship investment, while supporting one of the area’s key educational institutions, and positioning your company as a partner with one of Holmdel’s most highly attended public events.

---

## Ways to Sponsor the Carnival

### Be a Premium Sponsor!!

This year there is an opportunity to sponsor the fireworks show on Saturday, 9/15.

### **Be a Platinum Sponsor!!**

Contribute \$1,000 or more, and we will display a 4x8 corporate banner in a prime location on the carnival grounds and on our carnival website and Facebook page. In addition, we will have your URL link on our website and Facebook page so all our visitors can easily get to your site. We will make acknowledgements of your generosity throughout the Carnival. Your company will be prevalent in all our pre-event advertising and marketing. Platinum sponsors also receive their name on the back of the t-shirts that all our volunteers wear and are available to students and parishioners.

## High Market Potential and Ideal Demographics

Our school families, parishioners, and carnival attendees represent significant customer base patronage for many local businesses. These groups represent consumers of educational, financial, real estate, legal, orthodontic, home improvement, restaurant, and other services. Our typical audience member is a resident of Monmouth County and the local community.

## Your Sponsorship Dollars are Well Spent

50% of St. Benedict Carnival profit dollars go toward the continuing educational needs of St. Benedict School. In the past, for example, the funds have been allocated to provide further improvements to the security of the school and keep the children of St. Benedict safe. The other 50% of the profit is given to the Parish to provide improvements. In the past, such improvements included converting the lighting to LED which would provide better lighting at a lower cost in addition to other maintenance and other enhancements.

## Other Sponsorship Levels

**Gold (\$500+):** 4x6 corporate banner in a preferred location on a ride, recognition on the Carnival website/Facebook page with logo and URL link, logo on the back of the volunteer t-shirt and acknowledgements of your generosity during the carnival.

**Silver (\$250+):** 4x2 corporate banner placed on a trailer game of your choice. Recognition on the Carnival website/Facebook page with logo and URL link.

**Bronze (\$100+):** 24”x18” corporate banner placed around the carnival. Recognition on the Carnival website/Facebook page.



## Summary of Sponsorship Opportunities

	Premium Sponsor 3500+	Platinum Sponsor \$1000+	Gold Sponsor \$500+	Silver Sponsor \$250+	Bronze Sponsor \$100+
Banner at the Carnival	4x8	4x8	4x6	4x2	24"x18"
Name listed on Carnival Website/Facebook	✓	✓	✓	✓	✓
Sponsor of fireworks advertising on lawn signs posted throughout local surrounding towns and announcements at Carnival	✓				
Ability to have a vendor table or display for business	✓				
Logo/URL Link on Carnival Website/Facebook pages	✓	✓	✓	✓	
Logo on the back of T-shirt for volunteers, students and parishioners worn at Carnival and beyond	✓ (larger print)	✓ (larger print)	✓		
Acknowledgement during the event through MC Announcements	✓	✓	✓		
Acknowledgement on pre-event advertising and marketing including emails and special flyers	✓	✓			
All sponsors are acknowledged and details published post-event in the bulletin	✓	✓			
First sign of choice on entrance of a ride, food court or beer garden	✓	✓			
Choice of sign location on fence near entrance of rides			✓		
Choice of sign location on game trailers				✓	
Sign location at various locations throughout the Carnival grounds					✓



# St. Benedict Church and School 2018 Carnival Sponsorship Contract

Name of Business \_\_\_\_\_  
Business Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Company Website \_\_\_\_\_  
Sponsorship Donation Amount \$ \_\_\_\_\_

**Deadline: August 24th**

**Premium Sponsor: \$3,500+** (select first choice of banner location\*)

First sign at entrance to rides

Food Tent

Beer & Wine Garden

**Platinum Sponsor: \$1,000+** (select choice of banner location\*)

First sign at entrance to rides

Food Tent

Beer & Wine Garden

**Gold Sponsor: \$500+**

Any Ride

**Silver Sponsor: \$250+**

Any Game

**Bronze Sponsor: \$100+** (sign will be placed around the carnival\*)

**\*Locations of banners are on a first come first serve basis – we reserve the right to change locations if availability changes.**

Please enclose a check for full payment, made payable to St. Benedict Catholic Church and School

Attn: St. Benedict Carnival, 165 Bethany Road, Holmdel, NJ 07733

Send PDF of logo or business card to [parishfair@stbenedictnj.org](mailto:parishfair@stbenedictnj.org)

Your Signature \_\_\_\_\_ Date \_\_\_\_\_

QUESTIONS? Contact Fran Sullivan at [parishfair@stbenedictnj.org](mailto:parishfair@stbenedictnj.org)