

Thank you for your interest in the annual Agriculture and Food Fair of the Virgin Islands, Inc.. The Directors of “AgriFest” as it is popularly known, are excited and proud to be entering its 50th year of fostering and promoting interest and participation in local agriculture, food preparation, arts & crafts, nutrition, science and conservation while featuring spectacular food and dazzling entertainment to the people of the territory and nearby regional communities. By successfully hosting the region’s premier agricultural expo, our efforts have developed closer relations amongst our regional partners and governments.

We are looking forward to the 50th Annual AgriFest, on May 28, 29 & 30, 2022 at the Rudolph E. Schulerbrandt Agricultural Complex in Estate Lower Love on St. Croix. The event offers terrific sponsorship opportunities for businesses and individuals who wish to partner with us in our mission of safe, family activities. The positive effect of these events on families and communities is undeniable and we are looking forward to continuing with your support. As a sponsor of the Fair, your organization has the opportunity not only to be a part of this tradition, but to reach an extensive and receptive audience.

There are many opportunities to expose your products or services during the three-day event.

Cash sponsorship

The allocation cash sponsorship is specified in the sponsorship agreement.

In-kind sponsorship

In-kind sponsorship relates to the partial waiver (maximum 2/3 fees) of event sponsor fees.

BENEFITS OF SPONSORSHIP

- Reach an audience of over 15,000 people
- A wide demographic of consumers
- Showcase products and increase sales
- Reinforce brand position
- Align with iconic event
- Demonstrate community leadership
- Deliver marketing messages through advertising, public relations and social media
- Connect with and engage consumers
- Host company events

SPONSORSHIP LEVELS

The Fair offers a wide array of marketing and sales opportunities.

PRESENTING SPONSOR \$50,000

- Exclusivity of sponsorship in business category
- Full color, back cover advertisement in the official AgriFest program
- Sponsor logo on all banners, presented as “AgriFest 2021 brought to you by —”
- Primary logo recognition on official promotional posters
- Primary recognition in television and radio promotions
- Complimentary booth at Fair
- Introduction and recognition by Emcee at the opening ceremony
- Option to display five banners
- Press release announcing your company’s involvement
- Name/Logo on AgriFest web site with link to your web site

- Twenty (20) complimentary passes daily
- Two VIP parking credentials
- Dedicated Presenting recognition on social media
- Opportunity to place a gift in event swag bags

PLATINUM SPONSOR \$25,000

- Eight (8) Complimentary passes daily
- Dedicated Platinum recognition on social media
- Your name/logo link on the Event on AgriFest website
- Opportunity to place a gift in event swag bags

GOLD SPONSOR \$15,000

- Six (6) Complimentary passes daily
- Dedicated Gold recognition on social media
- Your name/logo link on the Event on AgriFest website
- Opportunity to place a gift in event swag bags

CORPORATE SPONSOR \$10,000

- Five (5) Complimentary passes daily
- Corporate recognition on social media
- Your name / logo link on the Event on AgriFest website
- Opportunity to place a gift in event swag bags

BENEFACTOR \$7,500

- Four (4) Complimentary passes daily
- Benefactor recognition on social media
- Your name/logo link on the Event on AgriFest website
- Opportunity to place a gift in event swag bags

PATRON \$5,000

- Two (2) Complimentary passes daily
- Patron recognition on social media
- Your name/logo link on the Event on AgriFest website
- Opportunity to place a gift in event swag bags

BRONZE \$2,500

- Sponsor ID on AgriFest web site
- Two (2) Complimentary passes daily

FRIEND OF THE FAIR \$500

- Sponsor ID on AgriFest web site
- Two (2) Complimentary passes daily

Name of Organization/Agency

Address

City _____ . Zip code _____

Contact name _____

Title

Telephone

Email

Date _____

Agriculture and Food Fair

of the

Virgin Islands, Inc.

Agriculture 2022:

A Golden Opportunity to Grow

Celebrating 50 years of AgriFest

May 28-30, 2022

Sponsorship Agreement