

# ALTOONA PALOOZA

**Altoona Palooza IS BACK for the 11<sup>th</sup> YEAR!** Altoona Palooza will be a daylong event on August 27<sup>th</sup>, 2022, at the Sam Wise Sports Complex.

The event will include activities and entertainment for the entire family. Altoona Palooza will be held from 8 am until 11p.m.

The 2022 Altoona Palooza promises to be a fun-filled day including mud volleyball tournament, bags tournament, car show, kids' activities, live music, a beverage/beer garden, inflatables, food vendors and more!

We had several thousand people attend Altoona Palooza in the past! We are extremely excited about the enthusiasm this event is creating within the community. This event is a great tradition for Altoona that is becoming the heart and soul of its residents, creating community pride and dedication.

In order to be able to hold this event, we are relying on sponsorships from the community and the surrounding area. The Altoona Palooza committee has put together some incredible sponsorship opportunities, which are outlined below. Altoona Palooza is a designated 501(c) 3 non-profit organization, so your sponsorship dollars are tax deductible.

Please help us with our mission to hold a successful citywide celebration this year by considering a sponsorship commitment. Your sponsorship will help ensure future annual Altoona Paloozas. Thank you for your support and we look forward to seeing you at the event on August 27<sup>th</sup>, 2022!

Sincerely,

Mary Simon – 515-201-6582 /email: [msimon@bankerstrust.com](mailto:msimon@bankerstrust.com)

Penny Shepherd – 515-229-2371 /email: [one\\_cent5@msn.com](mailto:one_cent5@msn.com)

Elizabeth Burns-Thompson – 319-899-4750 / email: [eburnsthompson@gmail.com](mailto:eburnsthompson@gmail.com)

Steve Moyna – 515-250-5530 / email: [smmoyna@gmail.com](mailto:smmoyna@gmail.com)

## **SPONSORSHIP OPPORTUNITIES**

### **Main Event Platinum Sponsor (3) - \$6500**

- Signage throughout all events (Main Stage, Car Show, Bags Tournament, Mud Volleyball, Beverage/Beer garden)
- Listed on advertising as Main Event Sponsor
- Live announcements on-stage throughout the day
- Website and Facebook listing

### **Main Event Premium Sponsor (3) - \$3500**

- Signage throughout all events (Main Stage, Car Show, Bags Tournament, Mud Volleyball, Beverage/Beer garden)
- Listed on advertising as Main Event Sponsor
- Live announcements on-stage throughout the day
- Website and Facebook listing

### **Main Stage Premium Sponsors (6) - \$1800**

- Large stage banners
- Listed on advertising as Main Stage Sponsor
- Live announcements on-stage/radio spots
- Website and Facebook listing

### **Main Stage Secondary Sponsors (5) - \$750**

- Listed on large stage banners
- Listed on advertising as Main Stage Sponsor
- Website and Facebook listing – with a link to your company's website

### **Car Show Sponsor (4) - \$500**

- Business name on awards
- Sponsor's Choice Award presented to car of choice
- Sign at the event
- Listed as sponsor on event schedules
- Acknowledged during the presentation of awards
- Website and Facebook listing

### **Car Show Secondary Sponsors - \$250**

- Medium sign at the car show entrance
- Listed as sponsor on event schedules
- Website and Facebook Listing

### **Palooza Sponsor Level 1 - \$1000**

- Large Fence banner
- Business name mentioned throughout the day on PA
- Website and Facebook listing – with a link to your company's website

### **Palooza Sponsor Level 2 - \$500**

- Website and Facebook listing
- Small fence banner
- Listing on large sponsor banner

### **Palooza Sponsor Level 3 - \$250**

- Website and Facebook listing
- Listing on large sponsor banner

### **Mud Volleyball Main Sponsor (3) - \$1250**

- Business name on mud volleyball player keepsake t-shirts
- Large Sign at the event

- ✓ Listed as sponsor on event schedules
- ✓ Live announcements during event
- ✓ 5 shirts for your business
- ✓ Website and Facebook listing

### **Mud Volleyball Secondary Sponsors (5) - \$500**

- ✓ Medium sign in mud volleyball arena
- ✓ Listed as sponsor on event schedules
- ✓ Live announcements during mud volleyball
- ✓ Website and Facebook Listing

### **Inflatables Sponsor (6) - \$800**

- ✓ Large Sign as you enter the inflatables area
- ✓ Listed as sponsor on event schedules
- ✓ Live announcements during event
- ✓ Website and Facebook listing

### **Koozie Sponsor (2) - \$800**

- ✓ Logo printed on 500 Altoona Palooza Koozies – distributed prior to the event and during palooza
- ✓ Website and Facebook listing
- ✓ Listed on sponsor banner and advertising

### **Kids Zone Sponsor (4) - \$800**

- ✓ Medium sign in the free kids arena
- ✓ Listed as sponsor on event schedules
- ✓ Website and Facebook listing

### **Palooza Volunteer T-Shirt Sponsor (3) - \$1000**

- ✓ Logo printed on Altoona Palooza keepsake t-shirts distributed to event volunteers
- ✓ Website and Facebook listing
- ✓ Listed on advertising and sponsor banner

### **Bags Tournament Main Sponsor - \$500**

- ✓ Listed on large banner on fields
- ✓ Website and Facebook Listing
- ✓ Name listed on awards

### **Bags Tournament Secondary Sponsors (5) - \$250**

- ✓ Listed on small banner on fields
- ✓ Website and Facebook Listing

### **Friends of Palooza (Individual or family) Sponsorship - \$100**

- ✓ Website and Facebook listing

# ALTOONA PALOOZA

## SPONSORSHIP FORM – ALTOONA PALOOZA – August 27<sup>th</sup>, 2022

Company/Organization: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

Yes, we would like to support the 2022 Altoona Palooza and confirm the following sponsorship(s):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Enter the total sponsorship amount: \$ \_\_\_\_\_

All monies must be received before or by **August 1<sup>st</sup>, 2022**. Sponsorship form and monies can also be mailed to: Altoona Palooza, 1319 8<sup>th</sup> Ave SE, Altoona, IA 50009. We can also make arrangements to pick up your forms and payments. You may also pay on-line at <https://www.altoonapalooza.com>.

Your sponsorship for Altoona Palooza is recognized once payment is received. For further information, please contact Mary, Penny, Elizabeth, or Steve.

Mary Simon – 515-201-6582 /email: [msimon@bankerstrust.com](mailto:msimon@bankerstrust.com)

Penny Shepherd – 515-229-2371 /email: [one\\_cent5@msn.com](mailto:one_cent5@msn.com)

Elizabeth Burns-Thompson – 319-899-4750 / email: [eburnsthompson@gmail.com](mailto:eburnsthompson@gmail.com)

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