

# 2021 Sponsorship Opportunities



Downtown Blacksburg, Inc. (DBI) is a non-profit (501c6) association of merchants, property owners, and downtown advocates whose mission is to sustain a dynamic, vital, and diverse community through marketing, events, economic development, and leadership.

# 2021 Sponsorship Opportunities

Downtown Blacksburg, Inc. enjoys the support and sponsorships of numerous organizations, without which it could not accomplish its mission. Event sponsorship demonstrates your organization's support of the Downtown community and also serves as an excellent marketing tool for your organization. Sponsorships are available at various levels for the following events:

## **Steppin' Out<sup>®</sup>, Friday & Saturday, August 6 & 7, 10am-10pm**

Celebrating its 40<sup>th</sup> year, this annual Blacksburg tradition is visited by over 35,000 people. Featuring top-name local, regional and national bands, 200+ artisans and crafters from all over the country and 50 local businesses, this is the premier summer festival in the New River Valley. Steppin' Out<sup>®</sup> is consistently voted the Best Community Event in the *Roanoke Times* annual poll and was recognized by *Virginia Living* magazine in its selection of Best of Virginia.



Friday & Saturday  
August 6&7  
10 AM–10 PM



# STEPPIN' OUT®

## Event Information

Celebrating its 40<sup>th</sup> year, this annual Blacksburg tradition is visited by over 35,000 people. Featuring top-name local, regional and national bands, more than 200 crafters from all over the country and 50 local businesses, this is the premier festival in the area. Steppin' Out® is consistently voted the Best Community Event in the Roanoke Times annual poll and was recognized by Virginia Living magazine in its selection of Best of Virginia.

Steppin' Out® will offer your business a first rate opportunity to promote your message to an extensive audience from the New River Valley and far beyond. Sign up early to be sure to put your business in the forefront of Blacksburg's favorite festival!

## Benefits of Sponsorship

Get the maximum exposure for your business at Blacksburg's oldest, largest and best loved festival.

- Your business is linked from [www.downtownblacksburg.com](http://www.downtownblacksburg.com) AND [blacksburgsteppinout.com](http://blacksburgsteppinout.com). Both sites receive more than 170,000 hits yearly.
- Connect and communicate directly with your customers at your booth in a prime location within the festival.
- Display your banner in designated areas in the festival.
- Specially located booth in prime locations.
- Inclusion in press releases and onstage announcements.
- Enjoy extensive promotions and recognition on our vast social media channels and other online marketing sites.
- Community Partner Sponsorships are available for businesses that thematically fit in one of our zoned areas. By invite only.



# 2021 Festival Sponsorship Application

Sponsor's Name  
(as you would like it printed) \_\_\_\_\_

Principal Contact \_\_\_\_\_

Tax Payer ID/FEIN \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Legal Mailing Address \_\_\_\_\_

Website/Social (optional) \_\_\_\_\_

Total Sponsorship Fee  
for 2021 from attached  
Sponsorship Form      \$\_\_\_\_\_ (enclosed)

Signature \_\_\_\_\_

Date \_\_\_\_\_

To be considered complete, this application must be accompanied by the attached Sponsorship Form; your check made payable to Downtown Blacksburg, Inc.; and your signed and dated copy of the DBI Festival Policies. Once your application is approved, you must provide by email a digital copy of your logo and information about what you plan to distribute at the festival(s).

Mail all three to:

**Downtown Blacksburg, Inc.**  
**P.O. Box 233**  
**Blacksburg, VA 24063**

Questions? Call 951-0454 or e-mail info@[downtownblacksburg.com](mailto:info@downtownblacksburg.com)

# 2021 Festival Sponsorship Form

*Please check below the festival sponsorships of interest to you.*

STEPPIN' OUT, Friday & Saturday, August 6 & 7, 10am-10pm

- Main Stage: \$4,500
- Acoustic Stage: \$3,000
- Beer & Wine Garden: \$2,500
- Community Stage: \$2,500
- Children's Area: \$1,750
- Supporting Sponsor: \$1,500

**Total** \$\_\_\_\_\_

*Totals over \$5,000 will receive a 10% discount.*