



Lions Clubs International



PRESENTATION PACKET

2011

CRESTWOOD FESTIVAL

**Presented by South
Oldham Lions Club**

September 9 & 10

The Maples



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ABOUT SOUTH OLDHAM LIONS CLUB

The South Oldham Lions Club history traces back more than 60 years. The Club has been involved in a variety of community events and improvements, including:

- **Auditorium-Gymnasium of the Crestwood Elementary School, 1949**
- **South Oldham Water District #1 – first public water system to South Oldham area, 1960's**
- **Bucks for Books, South Oldham Library**
- **Pewee Valley to Crestwood sidewalk**
- **Kidsight**
- **Lions Camp Crescendo**
- **Automated Electronic Defibrillators to South Oldham High School and South Oldham Middle School**
- **Little League**
- **Dollars for Scholars**
- **South Oldham Lions Festival (Crestwood Festival)**

The South Oldham Lions Club has been and will continue to be a leader in promoting improvements in South Oldham through their ongoing commitment to serve the needs of the South Oldham Community

Crestwood Festival Presented by South Oldham Lions Club

From a county festival to barbecue cook offs, the festival has been a favorite fall event for the community and is the primary fundraiser for the Club.

The event has been held in various locations from the North Oldham Lions Club property in Goshen to the Oldham County Fairgrounds to Crestwood

2011 will see the event returning to the Maples property on Highway 22 where it has been staged for the last 2 years

Friday September 9

Entertainment and Food only

Saturday September 10

Full Festival



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FESTIVAL OUTLINE

Crestwood Festival Presented by South Oldham Lions Club

The 2011 Crestwood Festival, presented by the South Oldham Lions Club, will be held on Friday evening, September 9 and all day on Saturday, September 10 at The Maples in Crestwood, its home since 2009. This year's festival is expanding its programming to appeal to all ages with a variety of entertainment and activities and providing free admission, parking and children's activities for all visitors.

At the same time, promotion is being expanded to reach residents throughout the region in Oldham, Jefferson, Henry, Shelby, Trimble and Carroll Counties in Kentucky and in Jefferson and Clark Counties in Indiana. A copy of the promotion plan is enclosed for your information.

The planning committee has increased the benefits to Festival sponsors to ensure that each receives maximum recognition for its investment. Details of the sponsorship benefits at each level of support are listed in the sponsorship proposals.



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PLANNED ACTIVITIES

Subject to Change

- **5K Run/Walk at 8:00 AM on Saturday**
- **Pancake Breakfast following the Run/Walk**
- **Raffle, gaming wheels and sale of pull tabs**
- **“Chinese Auction”**
- **Exhibits of restored vintage military equipment**
- **Displays/activities from all branches of Armed Services**
- **Civil War encampment with activities**
- **Revolutionary War encampment with activities**
- **Other historical period encampments/displays**
- **Car club displays – with special prizes for “best car”, etc.**
- **Motorcycle display or caravan to grounds with display**
- **Entertainment, including**
 - **Gospel sing**
 - **Church Choir Competition**
 - **Bluegrass music**
 - **County music**
 - **Choral groups**
- **Expanded Children’s Activities, including**
 - **Pet Walk**
 - **Craft “Make and Take” items, based on Crestwood or Oldham County history**
 - **Pony Rides**
 - **“Old fashioned” games such as 3 legged races, sack races, etc.**
 - **Inflatables**
 - **Dunking booth**
 - **Bicycle Rodeo**
 - **Antique and modern fire apparatus for children to climb on**
 - **“Living History” activities with area historical societies**
- **Adult games with prizes such as:**
 - **a. Corn hole tournament**
 - **b. Skill contest(s) that would qualify as a hole in one event (additional charge to participate)**
- **Expanded commercial and not for profit booths**
- **Expanded arts and craft vendors with demonstrations of specific crafts**
- **Display and sale of local artists’ work**
- **Health screenings**
- **Document shredding**
- **Disposal of old meds**
- **Displays by Oldham County, City of Crestwood, other municipalities**
- **Antique and modern tractors and large farm equipment**
- **Sponsor/VIP reception or tent during Festival**
- **Volunteer Refreshment/Rest tent**
- **Antique/collectibles appraisals, with an additional charge**



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THE TEAM

The Festival planning committee includes members of the South Oldham Lions Club and is working with VisionWorks LLC* to fund, produce and promote this year's Crestwood Festival with the goal of making it the top fall festival in the region.

***VisionWorks associates include:**

Dell and Fred Courtney, owners

Wayne Hettinger of Visual Presentations Inc.

Treva P. Brockman of Dazzle Consulting, Inc.



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DISPLAY BOOTH

\$125

**2011 CRESTWOOD FESTIVAL
Presented by South Oldham Lions Club**

**September 10, 2011
10a-6p**

Benefits Detail

Website

Listing on www.southoldhamlions.org

On site

Complimentary booth (12'12' space provided for display/sale of product and corporate banner)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Gaming Wheels

Chinese Auction

Dunking Booth

Pancake Breakfast

Raffle

Individual children's activities

VIP Hospitality

Concessions

Contact Treva Brockman for details

tpbrockman@gmail.com

502-552-1131



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LIONS PAW

\$250



**2011 CRESTWOOD FESTIVAL
Presented by South Oldham Lions Club**

**Special Feature: Pet Walk, Run/Walk Water
Station**



Benefits Detail



•Print

**Oldham Era
RoundAbout
Promotional poster/flier**

•Websites

Listing on www.southoldhamlions.org

•On site

**Complimentary area in conjunction with
activity**





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LIONS CUB

\$500



2011 CRESTWOOD FESTIVAL Presented by South Oldham Lions Club

Zone Sponsorship

**Health, Real Estate, Banking, Home, Antique
Tractor display, Lions Eye Screening, Food,
Historical encampments-Revolutionary Era, Civil
War, Oldham Co. History**



Benefits Detail

Advertising:

**Inclusion in all media releases and alerts
Inclusion in all media related events**



•Print

**Oldham Era
RoundAbout
Promotional poster/flier**

•Websites

Listing on www.southoldhamlions.org

•On site

**Complimentary booth (12'x12' space
provided for display/sale of product)**





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LIONS ROAR

\$1000

**2011 CRESTWOOD FESTIVAL
Presented by South Oldham Lions Club**

**Car Club Display
Motorcycle Display
Friday Night Entertainment
Run/Walk Route
Military Displays – Vintage and Modern**



Benefits Detail

Advertising:

**Inclusion in all media releases and alerts
Inclusion in all media related events**

- **Print**

**Oldham Era
RoundAbout
Promotional poster/flier**

- **Websites**

**Listing and Logo inclusion on
www.southoldhamlions.org**

- **On site**

**(2) Banners/signage
Stage recognition via emcee and performers
Complimentary booth (12'x12'
space provided for display/sale
of product)**



**Added value:
VIP Hospitality**



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LIONS SHARE

\$2,500

**2011 CRESTWOOD FESTIVAL
Presented by South Oldham Lions Club**

*Major Prize giveaway *Presenting Sponsor Children's Area



Benefits Detail

Advertising:

Inclusion in all media releases and alerts

Inclusion in all media related events



•Radio

•Print

Logo inclusion:

Oldham Era

Round About

Promotional poster/flier

Listing and Logo inclusion on

www.southoldhamlions.org



•On site

Logo inclusion on Stage

Banners/signage

Stage recognition via emcee and performers

Complimentary booth (12'x12' space provided for display/sale of product)



Added value:

Category exclusivity

VIP Hospitality

First right of refusal for 2012 event



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LION TAMER

\$5,000

**2011 CRESTWOOD FESTIVAL
Presented by South Oldham Lions Club**



**Presenting Run
Benefits Detail
Naming rights as Presenting Sponsor of the Walk/Run
Advertising:
Inclusion in all media releases and alerts
Inclusion in all media related events**

Radio

- **Print**

**Logo inclusion
Oldham Era
RoundAbout
Promotional poster/flier
Festival T-shirts**



Websites

**Listing and Logo inclusion on
www.southoldhamlions.org**

On site

**Logo inclusion on stage Banners/signage
(2) on site banners
Stage recognition via emcee and performers
Complimentary booth (12'x12' space
provided for display/sale of product)**



Added value:

RUN:

**Run/Walk t-shirts
Start-Finish banner
Employees at water stops
Category exclusivity
VIP Hospitality
Multi-year agreement with first right of refusal
Event themed to reflect image/brand
Opportunity for vending rights
Couponing for attendees to drive back to store locations
Logo representation on awards, participant bibs
Complimentary registrations**



shutterstock - 50852995

****Run/Walk Registration fees would be donated to SOL**



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LION TAMER

\$5,000

**2011 CRESTWOOD FESTIVAL
Presented by South Oldham Lions Club**



**Presenting Stage
Benefits Detail
Naming rights as Presenting Sponsor of the entertainment**

**Advertising:
Inclusion in all media releases and alerts
Inclusion in all media related events**

Radio

- **Print**

**Logo inclusion
Oldham Era
RoundAbout
Promotional poster/flier
Festival T-shirts**



Websites

**Listing and Logo inclusion on
www.southoldhamlions.org**

On site

**Logo inclusion on stage Banners/signage
(2) on site banners
Stage recognition via emcee and performers
Complimentary booth (12'x12' space
provided for display/sale of product)**



Added value:

STAGE:

Category exclusivity

VIP Hospitality

Multi-year agreement with first right of refusal

Event themed to reflect image/brand

**“Green Room” for meet and greet with performers and
employees/special guests**

Input with agenda and activities for the evening

Opportunity for vending rights

Couponing for attendees to drive back to store locations



shutterstock - 50852995



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PRESENTING

\$10,000

2011 CRESTWOOD FESTIVAL Presented by South Oldham Lions Club



Benefits Detail

Advertising:

Inclusion in all media releases and alerts

Inclusion in all media related events

- **Radio**
- **Print**

Logo inclusion Oldham Era

Logo inclusion RoundAbout

Logo inclusion on promotional poster/flier

Logo inclusion on festival t-shirts

Logo inclusion on Run/Walk T-shirts

Logo on mile markers along run route

Signage at water stations

- **Websites**

Listing and Logo inclusion on
www.southoldhamlions.org

- **On site**

Logo inclusion on all Banners/signage

Stage recognition via emcee and performers

**Complimentary booth (12'x12' space provided
for display/sale of product)**

Participation in Awards presentations

Added Value

Category exclusivity

Complimentary registrations for Walk/Run

Opportunities to engage employees

VIP Hospitality

Opportunity to participate with event committee

First right of refusal for 2012 event





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TITLE SPONSOR

\$15,000

2011 CRESTWOOD FESTIVAL

Presented by South Oldham Lions Club

OPPORTUNITY TO BRAND WITH ‘OWNERSHIP’ OF THE EVENT

Benefits Detail



Advertising:

Inclusion in all media releases and alerts

Inclusion in all media related events and interviews where available

•Radio

•Print

•Logo inclusion:

Oldham Era

RoundAbout

Promotional poster/flier

Festival T-shirts

Run/Walk T-shirts

Run Route mile markers

Signage at water stations

•Websites

Listing and Logo inclusion on

www.southoldhamlions.org

•On site

Logo inclusion on all Banners/signage

Stage recognition via emcee and

performers

Complimentary booth (12'x12' space provided

for

display/sale of product)

Participation in award ceremonies

Added value:

Category exclusivity

VIP Hospitality

Complimentary registrations for Run/Walk (10)

Opportunities to engage employees

Opportunity to participate with event committee

Event database from survey of attendees

First right of refusal for 2012 event





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**2011 CRESTWOOD FESTIVAL
Presented by South Oldham Lions Club**

SPONSORSHIP information

Please note your level of interest below

**I would like to support the Crestwood Festival
Presented by the South Oldham Lions Club**

- | | |
|---|---------------|
| <input type="checkbox"/> Display Booth | \$125 |
| <input type="checkbox"/> Lions Cub | \$500 |
| <input type="checkbox"/> Lions Roar | \$1000 |
| <input type="checkbox"/> Other | _____ |

Contact information (Please Print)

Contact: _____

Business: _____

Address: _____

Phone: _____

Email: _____

Please return this document to: Treva Brockman

tpbrockman@gmail.com

502-552-1131



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PROMOTION PLAN

2011 CRESTWOOD FESTIVAL

Presented by South Oldham Lions Club

The following outline is designed to illustrate the types of earned promotion and advertising that will be used to market the Festival. The promotion plan is designed to:

- **Provide supporters with recognition to maximize the value of their sponsorship investment**
- **Promote the Festival in Oldham, Jefferson, Shelby, Trimble, Carroll and Henry Counties in Kentucky and Clark and Jefferson Counties in Indiana to ensure good attendance**
- **Notice to all monthly and quarterly publications, including, but not limited to *Louisville Magazine, Kentuckiana Families, Roundabout*, etc., and web sites such as Oldham County and Kentucky Tourism, etc.**
- **Initial press release to regional and local media announcing plans, sponsors and other components, with e-memo requesting appearances on local radio and television shows.**
- **Follow up calls to local and regional television and radio shows, following up on e-memos**
- **Production of posters, flyers, bag stuffers, etc. to be used beginning in late August**
- **Production of promotional banners and “yard signs” to be installed in early September**
- **Request to all sponsors, participating organizations, etc., to promote Festival via electronic newsletters, social media, printed materials, etc. beginning in late August**
- **Request to specific retailers to promote Festival with “bag stuffers” and “marquee signs” beginning September 1**
- **Request to all Oldham County schools to distribute flyers to all students on September 6**
- **Stories and Calendars of Events in local and regional publications, with tie to each web site**
- **Special “insert” in September issue of the Oldham Era**
- **Appearances on local television and radio shows, week of September 6**
- **Publication of *Oldham Era* “wrap” in issue of September 7**
- **Ads in *Courier-Journal** Neighborhoods, *Oldham Era* “Marketplace” issues of September 7**
- **Follow up work with newspapers and television stations to secure event coverage**



Lions Clubs International

FESTIVAL CONTACTS

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