

2023 Falling for Local Sponsorship Opportunities

Falling for Local, held at Dix Park is a fall festival with an attendance of over 25,000. The annual event is produced by local non-profit organization, Shop Local Raleigh, Dix Park Conservancy and Raleigh Parks in an effort to encourage support of locally owned businesses, to promote Dix Park and celebrate the arrival of fall.

Showcased at Falling for Local are over 150 independently owned Triangle based craft breweries, local food trucks, local vendors and local bands with the constant reminder to Show Some Local Love™. The event, now in its 4th Anniversary, has a proven track record of creating positive economic impact for our community.

The event is free to attend and will have large inflatables, rock climbing walls, hay rides, pumpkin patch, photo opportunities, miniature horses, local mascots, antique cars and more to truly make the event feature something for the whole family to enjoy.

We hope you will consider being a partner in Falling for Local and help us in Showing Some Local Love. To secure your sponsorship or discuss custom packages, please contact jennifer@shoplocalraleigh.org.



Title Sponsor - \$25,000

1 available

- Naming rights to the event- presented by “x”
- Presenting sponsor of Train rides during event
- Option to have up to a 10×40 brand activation space at event
- 5 Parking Passes for onsite parking at Dix Park
- ‘Thank you’ announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 5 shout-outs on Shop Local Raleigh’s Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Acrylic keepsake pint glass (min. of 10,000 cups)
 - Attendee wristband worn by patrons 21+ (min. of 10,000 wristbands)
 - Circulatory trains at festival (3 trains)
 - Train stop signage (3 stops)
 - Festival map
 - Event t-shirt
 - Naming rights for one stage with logo on signage at both stages
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 100 drink tickets for use at the event (\$100 value; 2 tickets = sample, 5 tickets = pint)

Hay Ride Sponsor - \$12,000

1 available

- Presenting sponsor of hay rides during event
- Option to have up to a 10×30 brand activation space at event
- 5 Parking Passes for onsite parking at Dix Park
- ‘Thank you’ announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 5 shout-outs on Shop Local Raleigh’s Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Acrylic keepsake pint glass (min. of 10,000 cups)
 - Hay ride stop signage (3 stops)
 - Festival map

- Event t-shirt
- Music stage banners (2 stages)
- Event sponsor page with hyperlink
- E-newsletter promotions
- Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 75 drink tickets for use at the event (\$75 value; 2 tickets = sample, 5 tickets = pint)

Pumpkin Patch Sponsor - \$7,500

1 available

- Pumpkin Patch titled and branded with your company name and logo
- Option to have up to a 10×30 brand activation space at event
- 3 Parking Passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 3 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Archway entrance to pumpkin patch
 - Signage at pumpkin decorating tent
 - Acrylic keepsake pint glass (min. of 10,000 cups)
 - Festival map
 - Event t-shirt
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 50 drink tickets for use at the event (\$50 value; 2 tickets = sample, 5 tickets = pint)

Local Brews Sponsor - \$5,000

1 available

- Option to have up to a 10×20 brand activation space at event
- 3 Parking Passes for onsite parking at Dix Park

- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 3 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Brewery signs displayed at each brewery tent (~20 signs)
 - Acrylic keepsake pint glass (min. of 10,000 cups)
 - Festival map
 - Event t-shirt
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 50 drink tickets for use at the event (\$50 value; 2 tickets = sample, 5 tickets = pint)
 - 35 drink tickets for use at the event (\$35 value; 2 tickets = sample, 5 tickets = pint)

Community Zone Sponsor - \$2,500

8 available - Sponsor two or more zones for your logo to be included on the 10,000 acrylic keepsake pint glasses!

- Area of the festival titled and branded with your company name and logo
- Option to have up to a 10×10 brand activation space at event
- 2 Parking Passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 2 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Wayfinding flags for your sponsored zone
 - Festival map
 - Event t-shirt
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*

- 25 drink tickets for use at the event (\$25 value; 2 *tickets = sample*, 5 *tickets = pint*)

Stage Sponsor - \$2,500

2 available - Sponsor both stages for your logo to be included on the 10,000 acrylic keepsake pint glasses!

- Stage titled and branded with your company name and logo
- Option to have up to a 10×10 brand activation space at event
- 2 Parking Passes for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 2 shout-outs on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Festival map
 - Event t-shirt
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at the event (\$25 value; 2 *tickets = sample*, 5 *tickets = pint*)

First Aid Sponsor - \$1,000

1 available

- Option to have up to a 10×10 brand activation space at event
- 1 Parking Pass for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Wayfinding flag at First Aid Station
 - Event t-shirt
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink

- E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 drink tickets for use at the event (\$10 value; 2 tickets = sample, 5 tickets = pint)

Local Steward Sponsor - \$1,000

1 available

- Poster with logo, company slogan, and/or QR code on door of every Port-a-Potty & handwashing station
- Option to have up to a 10×10 brand activation space at event
- 1 Parking Pass for onsite parking at Dix Park
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Event t-shirt
 - Music stage banners (2 stages)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 drink tickets for use at the event (\$10 value; 2 tickets = sample, 5 tickets = pint)

Photo Op Sponsor - \$750

10 available

- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Signage at "Instagrammable" photo opportunity spot at the festival
 - Event t-shirt

- Music stage banners (2 stages)
- Event sponsor page with hyperlink
- E-newsletter promotions
- Facebook sponsor photo album with tag

Water Station Sponsor - \$500

4 available

- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Water tower holding the equivalent of 1,000 water bottles
 - Signage at volunteer tent
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Company Name Inclusion On:
 - Event t-shirt

Love Local Sponsor - \$250

- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Shop Local Raleigh's Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Company Name Inclusion On:
 - Event t-shirt