



New River Valley Sheep and Goat Club

April 1, 2023

Dear Potential Sponsor,

The New River Valley Sheep and Goat Club is pleased to announce that we will be holding our **3rd Annual Greatest of All Time Sheep and Goat Festival on September 23, 2023**. In our first and second years, this FREE TO THE PUBLIC EVENT attracted roughly 2,000 local and regional residents who enjoyed learning about the sheep and goat industry in Southwest Virginia. Something exciting and new for this year is the fact that we have grown so large and will be adding new events and attractions that we have decided to move to a new venue – **The New River Valley Fairgrounds in Dublin, Virginia!**

This Festival celebrates and supports the producers and artisans from the New River Valley and surrounding areas, as well as educates the public on sheep and goat farming. One of the highlights of our Festival is our **Livestock Tent** where we showcase over 30 different breeds of sheep and goats, as well as the farms they belong to!! And due to the dedication and support of our Club Members -- there are farmers and staff on hand all day to answer questions and help the public become better acquainted with this section of the agricultural industry. One of our new events will be a Starter Flock Sale. There is also a large indoor venue set up so that our Club Member Artisans can display and sell their handmade crafts, meats, and cheeses. It is TRULY a treat to see the end result of what these animals can provide for all of us!

But of course, one of our big missions is EDUCATION!!! So ... we will be hosting many educational booths at the Festival that cover a multitude of sheep and goat topics like "Benefits of Sheep and Goats", "What does my Sheep/Goat Eat?", "Is my Sheep/Goat Healthy?", and "What is a Working Dog and What Do They Do?". Along with shearing and hoof trimming demonstrations, forage and pasture management discussions, working dog trials, and goat milking too – there is bound to be something there for everyone!!

In addition to all of that, we look forward to family participation by providing a children's Petting Zoo, a Straw Bale Maze, and a **Fall Activities Tent** that includes pumpkin painting and other arts and crafts that children, and their families, will LOVE. We also host many games like "Spinning Wheel of Fortune" and the "Purple Sheep Hunt" where prizes are awarded. It is FUN for all!!

We racked up some PRETTY impressive statistics during our FIRST year of the Festival:

2,000 Attendees

69,000 Reached through Facebook Event

1,500 Event Response

And the NEW RIVER VALLEY SHEEP AND GOAT CLUB, having only been in existence since 2014, has some PRETTY impressive Club Member statistics of its own:

240 Farms Represented

600 Individual Members

1,400 Facebook Followers

20,000 Website Visits per Month

To help us keep this Event **FREE TO THE PUBLIC**, we are searching for sponsors that are willing to help us reach our goals. We know that it takes ALL OF US to help our communities grow and prosper and we need your help!! Sponsoring this Event is a great way to support your local and regional community and get your brand in front of thousands of residents and farmers. Remember – sheep and goat producers contribute substantially to the economic sustainability of small businesses in our area.

Please consider our request and contact the number below to obtain further information and details. Don't be left out of this community project!!!

Thank You

The New River Valley Sheep and Goat Club
Cecil King, Sponsor Coordinator
CELL: 540-239-4720
EMAIL: nrvsheepgoatclub@gmail.com

NRV Sheep and Goat Club, Inc. is a non-profit organization that carries an Internal Revenue Code Section 501(c)3 designation. Your gift may qualify as a charitable deduction for federal income tax purposes.



2023 Sponsorship Opportunity

New River Valley Sheep and Goat Club 3rd Annual Greatest of All Time Sheep & Goat Festival

★ Premier Sponsor \$2500 ★

(There is only one Premier Sponsorship available.)

- Full Color Banner at the Festival Entrance noting Premier Sponsorship
- Extra Large trade space at Festival Entrance
- Full color logo linked from our Club website and promotional emails
- Printed name on Sponsor Banner
- Promoted on social media
- Mentioned in all radio advertising
- Recognized throughout the day during event announcements

Sheep Barn or Goat Barn

\$1500

- Full-color logo on Sponsor Banner
- Trade Space at the Event
- Full-color logo linked from our Club website & promo emails
- Printed name on Sponsor Banner
- Promoted on social media
- Mentioned in all radio advertising

Fall Activities Area or Children's Maze

\$1000

- Full-color logo on Sponsor Banner
- Full-color logo linked from our Club website
- Printed name on Sponsor Banner
- Promoted on social media
- Mentioned in all radio advertising

Petting Zoo or Photo Booth

\$500

- Full-color logo on Sponsor Banner
- Printed name on Sponsor Banner
- Promoted on social media

Working Dog Trials

\$500

- Full-color logo on Sponsor Banner
- Printed name on Sponsor Banner
- Promoted on social media

Gold Level

\$400

- Promoted on Club Website
- Promoted on social media
- Printed Name by Level on Sponsor Banner

Silver Level

\$300

- Promoted on social media
- Printed Name by Level on Sponsor Banner

Bronze Level

\$100

- Printed Name by Level on Sponsor Banner

The New River Valley Sheep and Goat Club

Cecil King, Sponsor Coordinator

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<https://www.nrvsheepandgoatclub.com>

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GREATEST OF ALL TIME SHEEP & GOAT FESTIVAL
Sponsored by New River Valley Sheep & Goat Club (“The Club”)
SPONSOR FORM

FESTIVAL DATE: September 23, 2023

THANK YOU for your interest in being a Sponsor at our Festival! Your participation will help us to keep this event **FREE TO THE PUBLIC!!** Please fill in all the required information requested below and be as complete and accurate as possible – as we will use this information in our promotional materials.

Please mail the completed form along with your check to:

NRV Sheep & Goat Club, Attn: Marilyn Meadows, P. O. Box 33, Draper, VA 24324

BUSINESS NAME: _____

(Please be sure and provide us with EXACT information as to how you would like your company promoted. We may also require your company logo in digital format, depending on the Sponsorship level you have chosen.)

PRIMARY CONTACT NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CELL PHONE: _____ EMAIL: _____

(Signature)

(Printed Name)

Date: _____