

SPONSOR THE 21ST ANNUAL

WATERMELON PICKERS' FEST

SEPTEMBER 4-6, 2025 | CLARKE COUNTY RURITAN FAIRGROUNDS

Now in its 21st year, the Watermelon Pickers' Festival is a beloved, family-friendly music event that draws approximately 2,000 attendees, artists, and volunteers from over 500 zip codes and 30 different states to Berryville, VA, each year. With award-winning bluegrass, roots, and traditional music on two stages, plus workshops, open jams, kids' activities, and vibrant vendors, the festival transforms into a lively pop-up village. Sponsoring the Watermelon Pickers' Festival means aligning your brand with a cherished cultural tradition while gaining high-value exposure to a passionate and diverse audience.

Sponsorship Levels and Benefits

Level 1: Watermelon Sponsor (\$3,000)

- Large logo on sponsors' banners on-site
- Space for company banner within festival grounds
- Four (4) stage mentions by festival emcee
- Featured logo placement with link on website footer and Sponsors page
- "Sponsorship Highlight" in festival e-newsletter (includes a description of the business, logo, and link to website)
- Festival thank you and tagging via social media

Ticket & Camping Package:

- Four (4) Festival Passes with RV Dry Camping and early entry
- Two (2) Festival T-shirts

Level 2: Blossom Sponsor (\$2,000)

- Medium logo on sponsors' banners on-site
- Space for company banner within festival grounds
- Two (2) stage mentions by festival emcee
- Logo placement with a link on website footer and Sponsors page
- Logo included in festival newsletters
- Festival thank you and tagging via social media

Ticket & Camping Package:

- Four (4) Festival Passes with Tent Camping
- Two (2) Festival T-shirts

Level 3: Vine Sponsor (\$1000)

- One (1) stage mention by festival emcee
- Logo placement with link on website footer and Sponsors page
- Logo included in festival newsletters
- Festival thank you and tagging via social media

Ticket & Camping Package:

- Two (2) 3-Day Passes with Tent Camping
- One (1) Festival T-shirt

Level 4: Seed Sponsor (\$500)

- Logo placement with link on website Sponsors page
- Logo included in festival newsletters
- Festival thank you and tagging via social media

Ticket & Camping Package:

- Two (2) 3-Day Passes with Tent Camping

In-Kind Sponsorship:

Support the Watermelon Pickers' Festival and Gain Valuable Exposure!

We're also seeking in-kind sponsors to help us provide essential goods and services that keep our festival running smoothly. In return, we'll proudly showcase your business to our audience of music lovers, artists, and community members.

Your contributions can directly support:

- Food & Catering - Keep our talented artists, hardworking staff, and dedicated volunteers fueled and energized.
- Accommodations - Provide a comfortable stay for our performers who bring the music to life.
- Printing Services - Help us create high-quality banners, schedules, and merchandise that represent our festival and our partners.

Contact Information:

SRSM Productions, LLC
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