

SPONSOR THE 21ST ANNUAL

WATERMELON PICKERS' FEST

SEPTEMBER 4-6, 2025 | CLARKE COUNTY RURITAN FAIRGROUNDS

Partner with the Watermelon Pickers' Festival and Reach Thousands!

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 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.

Our audience spans 500+ ZIP codes and 30 states, with half traveling over 50 miles—reaching Northern Virginia, Maryland, West Virginia, the Midwest, Northeast, and even the West Coast. Our digital reach includes thousands of engaged followers and subscribers, while onsite signage and festival programs amplify visibility.

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. Join us in keeping this incredible music alive and making this year's festival the best yet!

Let's make magic together—become a sponsor today!



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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



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Sponsorship Levels and Benefits

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.

Let's work together to create a meaningful partnership!

Contact us today to discuss how we can recognize and promote your generous support.

Contact Information:

Stacey Sinclair
SRSM Productions, LLC
info@watermelonpickersfest.com
703-475-7014



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Festival Quick Facts:

- **Years Running:** 21
- **Average Attendance:** 2,000 (including attendees, artists, volunteers, vendors)
- **Social Media Impact:** 3,900 followers on Facebook / nearly 2,600 Instagram
- **Number of Unique Zip Codes:** 500+
- **States Represented:** Attendees come from at least 30 different states, including Virginia, Maryland, Pennsylvania, New York, New Jersey, North Carolina, South Carolina, Georgia, Florida, Ohio, Michigan, Illinois, Texas, California, and more.
- **Cities Represented:** The zip codes correspond to numerous cities and towns, indicating a broad urban and suburban representation.

Implications for Advertisers and Sponsors:

- **Wide Reach:** The event attracts attendees from a vast geographic area, offering sponsors exposure to a broad audience across multiple states.
- **Diverse Demographics:** The mix of urban, suburban, and rural zip codes suggests a diverse attendee profile, allowing advertisers to target various market segments.
- **Travel Commitment:** With many attendees traveling over 50 miles, there's an indication of strong interest and commitment, suggesting that the event holds significant appeal.
- **Strategic Marketing Opportunities:** Sponsors can tailor their marketing strategies to resonate with both local attendees and those from farther afield, perhaps offering travel-related promotions or highlighting regional attractions. Common areas of interest include music, dance, culture, hiking, camping, food, beer, wine, cider and travel.

