



EST.



1934

West Tennessee

STRAWBERRY
FESTIVAL

West Tennessee

STRAWBERRY FESTIVAL

WEST TENNESSEE
A HUMBOLDT TRADITION

EST.



1934

STRAWBERRY
FESTIVAL

*Sponsorship
Kit* 2026

Paperwork due December 19, 2025
(sponsorship billing will start in January 2026 unless otherwise indicated)

Sponsorship Packages 2025-2026

Sponsorship Benefit: Sponsorship is critical to hosting high-quality events and helping the West Tennessee community thrive.	\$700 Friend of The Festival	\$1,000 Berry Level	\$1,750 Corporate Level	\$3,000 Silver Level	\$5,000 Gold Level	\$11,000 Platinum Level	\$15,000 Title Sponsor (1 available)
Festival Booklet Ad	x	x	x	x	x	x	x
Flag flown April and May	x	x	x	x	x	x	x
Company name listed on Festival Website Sponsor Page	x	x	x	x	x	x	x
Official West TN Strawberry Festival Sponsorship Decal for business window display	x	x	x	x	x	x	x
Free Grand Floats Parade Registration	x	x	x	x	x	x	x
Recognition at Opening Celebration		x	x	x	x	x	x
Press Release announcing sponsors		x	x	x	x	x	x
Social Media Recognition		x	x	x	x	x	x
Ticket Package			x	x	x	x	x
Digital Logo Recognition (LED SIGN): Business listing for Corporate, logos for Silver and above, commercial spots for gold and above.			x	x	x	x	x
Official Festival Marketing Rights			x	x	x	x	x
Official Festival Float Sponsorship				x	x	x	x
Prayer Breakfast Recognition				x	x	x	x
Custom designed promotional flag displayed at all entertainment events				x	x	x	x
Name listed in the Governor's Luncheon Program				x	x	x	x
Company logo and direct business link on Festival Website Homepage				x	x	x	x
Individually Designed Social Media Ads				x	x	x	x
Name or logo included on all traditional media (television and radio)					x	x	x
Logo included on all event publications (poster, booklet, magazine)						x	x
Logo printed on any Official 84th West TN Strawberry Festival Themed T-shirts						x	x
BENEFITS of Parade Airings						x	x
Branding Rights							x
Specially designed promo item with business Logo included on it							x
Naming Rights (1) and Associated Benefits							x
Press Release announcing Naming Rights							x

Sponsorship Benefits Description Page

The festival souvenir booklet, introduced in 2021, features sponsor ads alongside maps, coupons, and event information. 9,000 copies are printed and distributed free across Humboldt and West Tennessee. A sample booklet is included in your packet for ad sizes and layout.

TITLE SPONSOR

- EXCLUSIVE PREMIUM PLACEMENT
- INSIDE FRONT COVER (FULL-PAGE, COLOR)
- PLUS 1 ADDITIONAL FULL-PAGE COLOR AD FOR GRAND FLOATS PARADE SPONSORSHIP
- PLUS 1 FULL-PAGE COLOR AD IN THE OFFICIAL FESTIVAL MAGAZINE

UPGRADE OPTION

WANT A LARGER AD?

- INDICATE YOUR PREFERRED UPGRADE SIZE ON THE SPONSOR FORM (PAGE 9).
- YOU'LL BE RESPONSIBLE FOR THE DIFFERENCE IN COST BETWEEN THE AD SIZES.

PLATINUM SPONSOR

- FULL-PAGE COLOR AD (5.5" X 8.5")

GOLD SPONSOR

- HALF-PAGE COLOR AD (5.5" X 4.25")

SILVER SPONSOR

- 1/3-PAGE COLOR AD (5.5" X 2.8")

CORPORATE SPONSOR

- 1/3-PAGE COLOR AD (5.5" X 2.8")

BERRY SPONSOR

- 1/4-PAGE COLOR AD (2.75" X 4.25")

FRIEND OF THE FESTIVAL

- 1/4-PAGE COLOR AD (2.75" X 4.25")

Festival Flag

In April and May, sponsor flags are displayed on Main Street and 22nd Avenue, seen by 6,000–7,200 people daily. Each sponsor's business name is featured, with placement starting near the review stand.

- Friend of the Festival, Berry, Corporate, Silver and Gold: 1 flag
- Platinum & Title: 2 flags

Flags are available to Festival Sponsors only and placement is determined by sponsor level and paperwork submission date.



Listed on Festival website sponsor page

A page on our website specifically designed to showcase our sponsors that make the festival happen. Our festival page is visited thousands of times throughout the festival months.

West Tennessee Strawberry Festival Sponsorship decal for window display

Our branding of the festival provides you with a great opportunity to proudly display your involvement in the festival at your place of business.

Free Grand Floats Parade Registration

Business can register a float or a car in the Grand Floats Parade free of charge. You must go to the website and fill out a registration form beginning in January and they must be turned in to the Humboldt Chamber office. Placement in parade is based on when you get the form in to us.

Recognition at Opening Celebration

Businesses in the Berry Level sponsorship and higher will be recognized during the thank you portion of our Opening Celebration. This is the main kick off to festival week with a major fireworks show at the end.

Recognition at Opening Celebration

Businesses in the Berry Level sponsorship and higher will be recognized during the thank you portion of our Opening Celebration. This is the main kick off to festival week with a professional fireworks show at the end.

Press Release Announcing Sponsors

A press release announcing the sponsors of the 88th Annual West Tennessee Strawberry Festival will be sent to the following media sources: WBBJ TV, WNBK NBC 39, Fox Jackson, 101.5, Forever Communications, Thomas Media, Victory 93.7, the Jackson Sun, the Jackson Post and the Humboldt Chronicle.

Social Media Recognition

Thank you posts will be designed using your business name (Corporate level) or your company logo (Silver level and up) to highlight your partnership in the 88th West Tennessee Strawberry Festival.

IN 2025, THESE POSTS REACHED MORE THAN 82,000 PEOPLE!

Ticket Package

Tickets, vouchers and wristbands will be given free of charge to the following levels with the event and amount given listed:

CORPORATE: CHOOSE ONE

- 3 TICKETS PRAYER BREAKFAST
- OR 1 TICKET TO GOVERNOR'S LUNCHEON

SILVER:

- 4 TICKETS PRAYER BREAKFAST,
- 6 WRISTBANDS FOR ADMISSION TO VIP TENT AT THURSDAY NIGHT'S CONCERT
- 2 GENERAL ADMISSION TICKETS GOVERNOR'S LUNCHEON.

GOLD:

- 4 TICKETS PRAYER BREAKFAST
- 10 VOUCHERS TO CARNIVAL
- 10 WRISTBANDS FOR ADMISSION TO VIP TENT AT THURSDAY NIGHT'S CONCERT
- 4 TICKETS GOVERNOR'S LUNCHEON (RESERVED SEATING)
- \$40 MERCHANDISE BUCKS
- 4 COMPLEMENTARY REGISTRATIONS TO CORNHOLE TOURNAMENT.

PLATINUM:

- 6 TICKETS PRAYER BREAKFAST
- 25 VOUCHERS TO CARNIVAL
- 15 WRISTBANDS FOR ADMISSION TO VIP TENT AT THURSDAY NIGHT'S CONCERT
- 5 TICKETS GOVERNOR'S LUNCHEON (RESERVED SEATING)
- \$100 OFFICIAL FESTIVAL MERCHANDISE VOUCHER
- 5 COMPLEMENTARY REGISTRATIONS TO CORNHOLE TOURNAMENT
- 5 COMPLEMENTARY REGISTRATIONS FOR 5K/10K ROAD RACE
- 1 COMPLEMENTARY TEAM REGISTRATION TO STRAWBERRY GOLF CLASSIC.

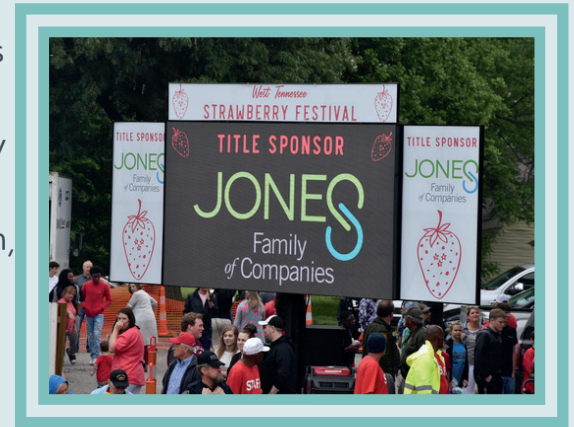
TITLE:

- 6 TICKETS PRAYER BREAKFAST
- 30 VOUCHERS TO CARNIVAL
- 20 WRISTBANDS FOR ADMISSION TO VIP TENT AT THURSDAY NIGHT'S CONCERT
- \$200 OFFICIAL FESTIVAL MERCHANDISE VOUCHER
- 6 TICKETS GOVERNOR'S LUNCHEON (RESERVED SEATING)
- 6 COMPLEMENTARY REGISTRATIONS TO CORNHOLE TOURNAMENT
- 6 COMPLEMENTARY REGISTRATIONS FOR 5K/10K ROAD RACE
- 1 COMPLEMENTARY TEAM REGISTRATION TO STRAWBERRY GOLF CLASSIC.

**an email will be sent to contact person listed on sponsorship form to claim these tickets/vouchers.
Failure to claim by given date will result in forfeiture of all tickets/vouchers.

Digital Logo Recognition

17'x10 LED screen - This eye-catching sign features festival ads and announcements as well as business names, logos and commercial spots. This sign will be located throughout the City of Humboldt during the week of Festival where there is high-traffic interest. Specific event placement: Opening Celebration, all Entertainment Events, and the Review Stand. Business name listing beginning at the Corporate level, shared logo screen listing at the Silver level, dedicated logo screen at the Gold, Platinum and Title levels. Gold, Platinum and Title levels also have the opportunity to run commercial spots.



Official Festival Marketing Rights

Since our 2018 rebrand, the West Tennessee Strawberry Festival logo has become a powerful symbol of community and celebration. Starting at the Corporate Sponsor level, you'll receive an Official Festival Logo to use in promoting your partnership with the Festival. This brand package allows you to incorporate the logo into your digital marketing, social media, and advertising—showing your support for the 88th West Tennessee Strawberry Festival with pride and visibility.

Official Festival Float Sponsorship

The Festival features seven professionally designed floats in both the Junior Floats Parade and the Grand Floats Parade, showcasing our Royalty Court and beloved Berry mascot.

As a way to recognize our generous supporters, we display sponsor names on the back of each float—available to Silver level sponsors and above, with placement based on sponsorship level:

- Silver Sponsors: Listed in groups of four or more
- Gold Sponsors: Listed in groups of three or more
- Platinum Sponsors: Listed in groups of two
- Title Sponsor: Listed individually



Recognition at the Prayer Breakfast

In 2025, our Prayer Breakfast welcomed over 150 attendees for a meaningful time of prayer and fellowship to kick off Festival week. As a sponsor, your business logo will be featured on event signage, giving you visibility and recognition among community leaders, guests, and fellow supporters.



2025 Prayer Breakfast

WELCOME
PRAYER
INTRODUCTIONS
PRAYERS

SPEAKER
CLOSING

MAYOR MARVIN SIKES
DANNY SMITH
MITZIE PRIVITT
T.O. LASHLEE
ANDY RICE
MARY KEY ROE
MARQUITA PATTERSON
MIKE BARKER

Chad Hollingsworth
BETTY LANGLEY



Custom designed promotional flag displayed at all entertainment events



The West Tennessee Strawberry Festival is proud to offer a fun, family-friendly week of entertainment with events held Sunday through Friday nights. As part of your sponsorship, you'll receive a custom-designed promotional flag featuring your business's official logo.

These flags are prominently displayed in high-traffic areas along Main Street, ensuring visibility to thousands of visitors throughout the week. Your flag will also be showcased at the Opening Celebration, providing even greater exposure at one of our most well-attended events.

Name Listed in the Governor's Luncheon Program

The Governor's Luncheon is one of the Festival's signature events, typically welcoming 350+ attendees, including state officials, legislators, and community leaders. When available, the Governor of Tennessee serves as the keynote speaker, otherwise, a representative from the Capitol will speak in his place. This prestigious event offers an excellent opportunity for sponsors to network with decision-makers and influencers from across the state.

Company Logo and direct business link on Festival website homepage

The Festival website has been redesigned to be user friendly, inviting, and more representative of the Festival as a whole. Your company logo with a direct link to your homepage will be featured on the Festival homepage. Our website is visited by thousands during the months leading up to the first full week of May!

Individually Designed Social Media Ads

Timeline posts as well as sponsored postings announcing your partnership with the Festival will be created and run on all of our platforms.



IN 2025 THESE ADS REACHED MORE THAN 46,000 PEOPLE

Social Media Recognition

Custom ads such as, Snapchat filters, Facebook and Instagram ads and newsletter banner ad. We will utilize the Festival branding in these ads along with your company logo or information.



IN 2025 THESE ADS GENERATED MORE THAN 97,000 REACHES WITH MORE THAN 20,000 WEBSITE CLICKS.

Logo included on event publications: posters, souvenir booklets, magazine

Our professionally designed and printed Festival marketing materials make it in the hands of more than 10,000 people. Your company logo will be included on all of those publications.

Name or Logo included on all traditional media

(digital ads, television, radio, print and billboards)

The West Tennessee Strawberry Festival is committed to highlighting our generous sponsors wherever possible, making your sponsorship dollars increase in value. Television commercials are produced with footage from previous years' Festivals and shown

from the beginning of April

through festival week approximately 100 times on WBBJ

and more than 210 times on WNBX 39 .

Your company logo will be shown and announced as a sponsor.



Logo printed on any official West Tennessee Strawberry Festival themed t-shirts

Each year, we design Festival t-shirts that are given away at both Opening Celebration and our 5k/10k events, your logo will be shown on the back in some format.



**MORE THAN 700 SHIRTS WERE GIVEN AWAY IN 2025
FEATURING OUR TITLE AND PLATINUM SPONSORS!**

Grand Floats Parade Broadcast

We partner with WLJT West Tennessee PBS, to shoot and produce our Grand Floats Parade. This professional production is aired more than 10 times during the months of May and June and is also featured on YouTube and their app for unlimited viewing. Our sponsors at the Platinum and Title levels received special commercial time in addition to their highlights of being a Festival Sponsor multiple times during each of the broadcasts.

Marketing Rights

In 2018 the Festival went through an extensive branding campaign. This never-before project provided us with the most up-to-date marketing materials and brand portfolio. Your business will be given access to our files to use at your discretion to help promote your involvement with the Festival. Take advantage of our instant brand recognition in your publications, social media channels and promotional items.





Promotional Items

Promotional items will be designed featuring your business logo with the Festival brand. These can be used as handouts during the Grand Floats Parade or at your discretion during the week of the Festival.

Naming Rights (1) and Associated Benefits

For 87 years the Grand Floats Parade has been the feature event of a week's worth of entertainment. This one event draws the largest single crowd of all Festival events combined. With a Title Sponsorship, you will be given the naming rights to the Grand Floats Parade (ex: "The West Tennessee Strawberry Festival Grand Floats Parade Presented by XYZ Company"). This tag will be used on all pre-event and on site advertising material. During the Grand Floats Parade, your company will be invited to walk the parade route with a banner highlighting your partnership with the Festival. Use of one of our professionally designed floats is also available for your use.



88th West Tennessee Strawberry Festival

Sponsorship Form

PAPERWORK DUE DECEMBER 19

YES, WE WANT TO BE INVOLVED.



Title Sponsor (\$15,000) SECURED FOR 2026



Platinum Sponsor (\$11,000)



Gold Sponsor (\$5,000)



Silver Sponsor (\$3,000)

New Ad:



Same Ad as Last Year:



Corporate Sponsor (\$1,750)



Berry Sponsor (\$1,000)



Friend of the Festival (\$700)



I would like to change my ad size from _____ to _____
and understand the costs associated. See ad size included in sponsorship on page 2

ASIDE FROM SPONSORSHIPS, YOU ALSO HAVE THE OPPORTUNITY TO SPONSOR SPECIFIC PARTS OR EVENTS WITHIN THE FESTIVAL AND RECIEVE ALL OF THE ASSOCIATED BENEFITS. PLEASE REFER TO PAGES 11-13 FOR A LIST OF THESE. PRIORITY IS GIVEN TO FULL FESTIVAL SPONSORS FIRST.



Yes, I would like to sponsor the following event(s) or item(S): _____

For the following amount: _____

IN AN EFFORT TO HELP US WITH PLANNING, PLEASE RETURN THIS FORM TO BETH CULPEPPER NO LATER THAN DECEMBER 19,2025. SPONSORSHIPS WILL BE INVOICED BEGINNING JANUARY 2026

Company Name: _____

Address: _____

City: _____

Contact person for sponsorship: _____

Email: _____

Telephone Number: _____



PLEASE SEND INVOICE



CHECK ENCLOSED



PAY WITH CREDIT CARD OR PAYPAL

3% ADDED TO TOTAL. (WE WILL EMAIL YOU
INSTRUCTIONS AND A LINK ONCE WE RECEIVE
THIS FORM)

Contact and Return to: Beth Culpepper, Managing Director | 1814 Main Street | Humboldt, TN 38343

PH: 731.784.1842 | beth@humboldtchamber.com | festival@humboldtchamber.com

all sponsorships/ads are to be paid in full by June 1, 2026

88th West Tennessee Strawberry Festival Advertising Form

PAPERWORK DUE DECEMBER 19, 2025

***USE THIS FORM ONLY IF YOU ARE PLACING AN AD**

1/4 Page Color Ad (2.75 x 4.25)	\$250.00	<input type="checkbox"/>
1/3 Page Color Ad (5.5 x 2.8)	\$275.00	<input type="checkbox"/>
1/2 Page Color Ad (5.5 x 4.25)	\$300.00	<input type="checkbox"/>
Full Page Color Ad (5.5 x 8.5)	\$450.00	<input type="checkbox"/>

OUR SOUVENIR BOOKLET SIZE IS 5.5 INCH X 8.5 INCH SO OUR SPECS ARE BASED OFF OF THOSE DIMENSIONS.

all sponsorships/ads are to be paid in full by June 1, 2026

All ads can include a photo

New Ad: ☐

Same Ad as Last Year: ☐

IN AN EFFORT TO HELP US WITH PLANNING, PLEASE RETURN THIS FORM TO BETH CULPEPPER NO LATER THAN DECEMBER 19, 2025. **SPONSORSHIPS WILL BE INVOICED BEGINNING JANUARY 2026**

Company Name: _____

Address: _____

City: _____

Contact person for Ad: _____

Email: _____

Telephone Number: _____

☐ PLEASE SEND INVOICE ☐ PAY WITH CREDIT CARD OR PAYPAL
(WE WILL EMAIL YOU INSTRUCTIONS AND A LINK
ONCE WE RECEIVE THIS FORM)

☐ CHECK ENCLOSED

Souvenir booklet from 2025 is included with this packet. Please make changes, if needed, and email new *camera ready artwork no later than January 30, 2026 to beth@humboldtchamber.com. Please indicate the name of your ad in the subject line of your email. *Camera ready artwork should be considered high resolution pdf, an Adobe Photoshop pdf with layers, or an Adobe Illustrator ai or eps file with all typed changed to curves. If artwork is NOT camera ready, you may have an additional charge at the printer's discretion.

Contact and Return to: Beth Culpepper, Managing Director | 1814 Main Street | Humboldt, TN 38343
PH: 731.784.1842 | beth@humboldtchamber.com | festival@humboldtchamber.com

Individual Event and Item Sponsorships

For each opportunity below (unless otherwise indicated) there is only One (1) available sponsorship. These are first come first serve based on paperwork being on file. These are "bonus" opportunities to display your business name or to partner with us to continue offering premier events in West Tennessee.

Priority is given first to overall Festival Sponsors.



Selfies in the Mini Park (\$200.00)

Six (6) Available - Your sponsorship includes your name, business name, or logo on a custom printed sponsor sign that will be placed around the backdrop during Festival week. This new feature spot provides Festival goers a free selfie in the park opportunity. In 2024 our advertising of this "Spot" reached more than 10,000 people, not to mention those that posted their selfies using our hashtags!

5k/10k Info Tents (\$100.00)

Six (6) Available - Does your business provide a unique product or service relevant to athletes or weekend warriors? Come set up an informational table on Saturday and be on hand for our more than 250 participants in the 5K/10K race. You must provide your own tent or table, spots will be marked prior to set up. Each available spot will be 10x10 in size.



Reviewing Stand Hospitality (\$950.00)

One (1) Available - The Grand Floats Parade by name is our "GRAND" event and why we are here to begin with. City, County, and State dignitaries along with all of our royalty and special guests view the parade from this location. This provides your business an opportunity to be seen during this event. As the hospitality sponsor, your company logo will be featured at the entrance to the review stand and on all food tables. Custom printed koozies with your company logo, will also be used for all beverages served. Four individuals from your business will be allowed access to the hospitality suite to mingle and enjoy the parade.

Pageant Trophies (\$500.00 Territorial \$250.00 Hostess)

One (1) Available for Territorial pageants, One (1) Available for Hostess pageants - Each year we host six beauty pageants during the week of Festival, over 175 girls from around West Tennessee qualify to compete for one of our coveted crowns. This award sponsorship includes your business's name on our trophies or awards given in four Territorial and two Hostess revues, program recognition, and onstage recognition multiple times throughout the evenings of the pageants.

Shortcake in the Park with the Boys and Girls Club Chef's Club (\$650.00)

One (1) Available - This fun event partners your business with our Boys and Girls Club Chef's Club members to serve FREE Strawberry Shortcake on Wednesday night of Festival week. Your business's support will be advertised through event signage, branding and print and social media campaigns. The business needs to be prepared to provide five volunteers, at minimum, the night of the event to help serve the dessert.



OUR VISION FOR THIS EVENT IS TO PARTNER A LOCAL BUSINESS WITH THE BOYS AND GIRLS CLUB TO MAKE A LASTING IMPRESSION ON THEIR COLLABORATION TOGETHER. WE WOULD LIKE TO SEE THE BUSINESS GET INVOLVED WITH THE CLUB IN THE STRAWBERRY SHORTCAKE MAKING PROCESS BY WORKING WITH THE KIDS TO MAKE AND PREPARE ALL OF THE PARTS TO THE DESSERT. THIS WILL NEED TO BE COORDINATED WITH THE CLUB DIRECTOR PRIOR TO FESTIVAL WEEK. WE HOPE THIS HIGHLIGHTS IN A SMALL WAY, ALL THE AMAZING WORK HAPPENING AT OUR BOYS AND GIRLS CLUB!

FOOD COURT (\$1,000.00)

THREE (3) Available - In 2023 a new area was added to expand food and entertainment options during the week. This area was a CROWD hit. In 2024 we added activities each night (Tuesday-Friday) for families to enjoy. Businesses will have the opportunity to choose (1) night to be on-site in a 10x10 tent to promote their business. Social Media recognition given in week-of posts highlighting schedule for each night.

Activities planned - balloon artist, photo booth, face painting and more
(these will be free for families to enjoy)



Fireworks Show (\$1,000.00)

TWO (2) Available - On Monday night we officially kick-off our week with a fun event packed with free activities, food and a professional fireworks show. This high energy show puts an exclamation point on our evening. Take advantage of this family event by positioning your business in front of the more than 1,000 attendees! Your business will be featured as the sponsor to this show, using pre-event advertising (ex. "The West Tennessee Strawberry Festival Fireworks Extravaganza Presented by XYZ Company") as well as on site recognition during the activity portion of the evening and again during our "Thank You" time before the show begins.

Your company presence is also welcome during the activity portion, a tent to hand out promotional material etc is available to you (workers and materials must be provided by business).

Entertainment Sponsor (\$1,500.00)

FOUR (4) Available -



Want to hang out with 1000+ potential customers or employees? Our street concert and VIP Tent on Thursday night bring fun and entertaining bands to play for a free event open to the public. Last year's band from Thursday night, The 12 South Band from Nashville, brought their version of Motown, Hip Hop, Soul and R&B to Main Street for a high energy show. As the official Entertainment Sponsor for the concert your business will be highlighted through our print, radio, and social media campaigns as well as event signage and stage recognition the night of and Facebook LIVE videos displaying your logo throughout the concert. Access to VIP area will also be given to you and up to 6 guests you wish to invite (must be 21 or older to enjoy VIP Tent).

FOR 2026 - LIVE MUSIC planned for Sunday, Tuesday, Wednesday, Thursday and Friday nights! Your Entertainment Sponsorship Recognition includes these events too!

87th WTSF Social Media Campaign

42% GROWTH FOR 2025

2,786



21,000+



10,336 AVG NUMBER OF
REACHES PER POST

OVER 1 MILLION TOTAL REACHES

- OVERALL ATTENDANCE UP 77% YEAR OVER YEAR
- MORE THAN 60,000 IN ATTENDANCE JUST FOR GRAND FLOATS PARADE.
- MORE THAN 21 (IN 5 DIFFERENT STATES) COUNTIES REPRESENTED BY VISITORS
- 16 EVENTS WITH FREE ADMISSION
- 1 NEW EVENT ADDED FOR 2025 MORE NEW EVENTS PLANNED FOR 2026
- MORE THAN 10,000 SOUVENIR BOOKLETS HANDED OUT WITH BUSINESS AND SPONSOR ADS

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