



2025
SPONSORSHIP
OPPORTUNITIES

**REYNOLDSBURG
TOMATO FESTIVAL**



ABOUT THE FESTIVAL

This year marks the 60th anniversary of the Tomato Festival! We would love for you to experience the celebration of our community and it's heritage that has something for everyone!

- Live Entertainment featuring regional and local acts
- Carnival rides and games for the whole family
- Food and beverage vendors
- Beer Garden
- Car and Bike show
- Business and craft showcase tent for local and national companies
- Tomato Festival Royalty Pageant



BENEFITS OF SPONSORING

The Tomato Festival is a multi-day family festival and celebration of community pride. It's a time together with family, friends and neighbors to enjoy the largest, longest-running, inclusive event in Reynoldsburg.

- Target audience: All ages
- Anticipated attendance: 21,000 across multiple days
- Reach a large audience with repeated impressions thru promotional materials and festival website
- Unique opportunity to engage a receptive audience
- Networking opportunities to connect with the community in a fun and entertaining environment
- Show your company's commitment to support residents and their interests
- Promote community outreach through an event that has a long tradition of supporting benefactors



Presenting Sponsor | \$10,000

- Sponsor's name to appear as "Presenting Sponsor of the Reynoldsburg Tomato Festival" in all marketing and promotion
- Category Exclusivity • First right of refusal to retain sponsorship position in 2025 Reynoldsburg Tomato Festival
- Multi-Year Agreement
- Logo and company name included on the festival website, including a link to sponsor's site
- Full page(5.5 x 8), color advertisement in the City of Reynoldsburg Parks and Recreation Activity Guide
- Opportunity to make one live announcement from the stage during opening ceremonies
- Logo and company name displayed with top sponsors on banner
- Company name and logo shown on jumbo video board
- One large booth in the Business Showcase tent 20x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for five people to attend a pre-concert reception on Friday and Saturday (subject to band approval)



Gold Sponsor | \$7,000

- First Right of Refusal to Retain Sponsorship Position in 2025 Tomato Festival
- Logo and company name included on the festival website, including a link to sponsor's site
- Half-page (5.5 x 4), color advertisement in the City of Reynoldsburg Parks and Recreation Activity Guide
- Company name and logo shown on jumbo video board
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for five people to attend a pre-concert reception on Friday (subject to band approval)

Silver Sponsor (3 Available) | \$5,000

- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for four people to attend a pre-concert reception on Thursday (subject to band approval)

Entertainment Sponsor | \$10,000

- Naming rights for stage
- First Right of Refusal to Retain Sponsorship Position in 2025 Tomato Festival
- Logo and company name included on the festival website, including a link to sponsor's site
- Half-page (5.5 x 4), color advertisement in the City of Reynoldsburg Parks and Recreation Activity Guide
- Company name and logo shown on jumbo video board
- Opportunity to introduce the main entertainment from the stage
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for five people to attend a pre-concert reception on Friday and Saturday (subject to band approval)



Saturday Entertainment Sponsor | \$5,000

- The sponsor of headline entertainment act billed as "ABC band brought to you by XYZ", night sponsored
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Opportunity to introduce the main entertainment from the stage on the night sponsored (subject to band approval)
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for four people to attend a pre-concert reception on Saturday (subject to band approval)

Friday Entertainment Sponsor | \$4,000

- The sponsor of headline entertainment act billed as "ABC band brought to you by XYZ", night sponsored
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Opportunity to introduce the main entertainment from the stage on the night sponsored (subject to band approval)
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for four people to attend a pre-concert reception on Friday (subject to band approval)

Thursday Entertainment Sponsor | \$2,500

- The sponsor of headline entertainment act billed as "ABC band brought to you by XYZ", night sponsored
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Opportunity to introduce the main entertainment from the stage on the night sponsored (subject to band approval)
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for four people to attend a pre-concert reception on Thursday (subject to band approval)



Kids' Corner Sponsor | \$4,000

- Exclusive sponsor of the area (for example, Kids' Corner sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- One banner featuring sponsor name and logo displayed
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts

Beer Garden Tent Sponsor | \$2,500

- Exclusive sponsor of the area (for example, Beer Garden sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Company name and logo featured on volunteer t-shirts

Business Showcase Sponsor | \$2,000

- Exclusive sponsor of the area (for example, Business Showcase sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- One banner featuring sponsor name and logo displayed
- Company name and logo featured on volunteer t-shirts



Midway Sponsor | \$2,000

- Exclusive sponsor of the area (for example, Midway sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Company name and logo featured on volunteer t-shirts

Royalty Sponsor | \$2,000

- Exclusive sponsor of the area (for example, Queen's Pageant sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Opportunity to announce the winners of the pageant
- Company name and logo shown on jumbo video board
- One banner featuring sponsor name and logo displayed
- Company name and logo featured on volunteer t-shirts

Car and Bike Show Sponsor | \$1,000

- Exclusive sponsor of the area (for example, Car and Bike Show sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Company name and logo featured on volunteer t-shirts

Spaghetti Challenge Sponsor | \$1,000

- One 10 x 10 space
- Exclusive sponsor of the area (for example, Spaghetti Challenge sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Company name and logo featured on volunteer t-shirts



Pizza Challenge Sponsor | \$1,000

- One 10 x 10 space
- Exclusive sponsor of the area (for example, Pizza Challenge sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Company name and logo featured on volunteer t-shirts

Salsa Challenge Sponsor | \$1,000

- One 10 x 10 space
- Exclusive sponsor of the area (for example, Salsa Challenge sponsored by ABC Company)
- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Company name and logo featured on volunteer t-shirts

Friends Of The Festival Heirloom Sponsor | \$1000

- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board
- Opportunity for two people to attend a pre-concert reception on Thursday (subject to band approval)

Friends Of The Festival Roma Sponsor | \$500

- Logo and company name included on the festival website, including a link to sponsor's site
- Company name and logo shown on jumbo video board



THANK You

CONTACT US

614-322-6819

tomatofestival@reynoldsburg.gov

EVENT DETAILS:

DATE: AUGUST 7-9, 2025

EVENT TIMES VARY

LOCATION: HUBER PARK

1640 DAVIDSON DRIVE

REYNOLDSBURG, OH 43068

