



Caroline Summerfest is a free two-day family festival in downtown Denton. Summerfest has become one of the signature events for Denton and Caroline County and holds a place for many as the end of summer “Hurrah” The event is hassle-free for families who want to do something together but not “go broke” in the process and a terrific fund and friend-raising opportunity for over 75 non-profits serving Caroline County and the Mid Shore.

Summerfest will be celebrating its 36th year on August 15 & 16. Think family reunion, community block party, sun, fun, and FREE! as you relax and de-stress within the small-town magic of historic Denton - that is Summerfest.

Summerfest has consistently attracted crowds of 8,000 – 9,500 for the past five years. In 2024 this number held to 7,500 as people continued to look for high quality events that are affordable and close to home.

Standard features of Summerfest include several stages of professional and local entertainment, a variety of professional street performers, interactive-art workshop areas for kids, a “Rivah Run” paddling event, fireworks, antique and custom car show, craft displays and sales, and food & gaming concessions.

## WHY SPONSOR?

Event marketing and sponsorships can be extremely effective ways to get your business name, brand and logo out to your target market. If you have a business or sell a product or service that you market to multiple ages and families, Caroline Summerfest may be the perfect vehicle to promote your business.

Corporate sponsorships range from \$300 to \$1,750 (cash and in-kind donations) and include sponsorships of specific stages and performances, events like the parade and fireworks, and activities like community murals and children’s activities.

### As a Corporate Sponsor, you benefit in three significant ways:

- **Free publicity** - Your business will be associated with media promotion efforts and receive exclusive on-site festival signage should you wish to direct your contribution to a particular event or artist.
- **Free informational booth** – As a corporate sponsor you may choose to have an on-site information booth to give away product samples or special discounts or coupons or to set up a display to promote your business or service. The booth space reservation is incorporated into the sponsorship investment; however, sponsors are responsible for their booth construction (tents, decorations, worker seating, etc.) and space must be reserved before **July 1, 2025**. *A minimum contribution of \$500 is required for on-site presence with booth display.*
- **Free “good neighbor” association** – The benefits of association with a popular or community-related event are well documented. Consumers love to patronize businesses which support their community, making Caroline Summerfest a win-win when it comes to cost-effective marketing to a built-in target audience.

## Please Join Us!

If your business needs to speak directly to families from Annapolis to the Mid-Shore then Caroline Summerfest may be just the marketing opportunity you’ve been looking for. To learn more, please call (410) 479-8120 or visit us online at [www.carolinesummerfest.com](http://www.carolinesummerfest.com).



**Consider the Options Below and Check the One That Works Best for Your ORGANIZATION**

- ☐ **\$300 Foundation Sponsor**  
Contribute a minimum of \$300 and your business will be recognized on the festival website and on-site festival signage.
- ☐ **\$500 Showcase Sponsor**  
A minimum contribution of \$500 secures your business with an optional information booth at the event for one or both days. Please refer to an additional booth reservation form for this option. Sponsor recognition on the festival website and on-site mirrors the \$300 level.
- ☐ **\$750 Premier Sponsor**  
Festival contributions at this level include the benefits previously mentioned plus verbal recognition by stage MC's, , and sponsor ad recognition in the Attractions, Shore Life, Caroline Review Talbot Guide and other as prescribed from the office of tourism
- ☐ **\$1,200 Star Sponsor**  
Media visibility expands to include 10 commercial on advertisements, a displayed ad and link to your business on carolinesummerfest.com, banner recognition on auxiliary performance stages, fireworks display, or shuttle transportation, and logo on volunteer event t-shirts. All other sponsor recognition standards outlined in previous levels apply.
- ☐ **\$1,750 Main Stage Sponsor**  
Performance stage signage on Friday or Saturday evening. All other sponsor recognition standards outlined in previous levels apply.

**Check One:**

- ☐ Please use my contribution where you need it most **or:**
- \_\_\_\_\_ Stage Sponsorship (Courthouse Main Stage, Family Stage, Public House Performance Stage) Sponsorships range from \$1,250 for auxiliary stages and \$1,750 for Main Stage per day.
- \_\_\_\_\_ Performance entertainment includes stage and strolling and all varieties and styles of music: bluegrass, rock, country, gospel, jazz, and R&B. Range: \$300 to \$1250.
- \_\_\_\_\_ Special Event Features are fireworks, car shows, community murals, sand sculptor, community parade, and D.J. Karaoke. Range: \$300 to \$500.
- \_\_\_\_\_ Support Services (i.e., free shuttle transportation, volunteer & performer hospitality, refreshment & respite stations for families, hand washing stations). Range: \$500-\$1200.

**Please confirm the following information**

☐ **YES** I Need A Booth!! (*Please* complete the Booth Reservation Form enclosed)

☐ **No thanks!** No Booth Required

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

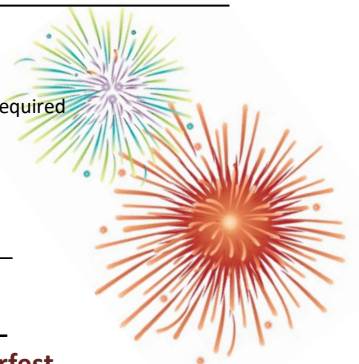
Phone and email address for contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

**Return this Form to Jamie Beechey, Program and Development Chair for Caroline Summerfest**

**Make checks payable to: Caroline County Commissioners**

**FAX 410.479.4194 or 107 Fourth Street, Denton, MD 21629**





# 2025 Summerfest Corporate Booth Reservation

**SEND THIS FORM *ONLY* IF YOUR BUSINESS WILL  
HAVE A BOOTH AT THE EVENT**

*Booth space at the event is optional, but must be reserved!*



Minimum sponsorship requirement is \$500 for any private or for-profit business. Reserve your **10x10** space by completing the form below and faxing it by July 1, 2025. If you require a space larger than 10x10, additional fees will apply and are generally assessed at \$1/additional square foot. For example, a 10x20 is an additional 100 square feet - fee is \$600

Booth requests received after this deadline date may be allotted on a space available basis and are not guaranteed street-level visibility.

The contact person you list below will receive a confirmation packet by August 1 that defines your booth location assignment and the set-up requirements of your space. **Please note:** you will be responsible for the construction of your booth. If you require a tent, please secure these services through local vendors. **Summerfest will provide one 6-foot banquet table and access to electric for vendor/sponsor provided lighting for each 10x10 space reserved.**

*If you want to sit down, please provide your own chairs.*

Business/Organization Name \_\_\_\_\_

Name of **BOOTH** Contact Person \_\_\_\_\_

Business/Organization Mailing Address \_\_\_\_\_

Home Address of BOOTH Representative \_\_\_\_\_

Day Phone # \_\_\_\_\_ Mobile Phone # \_\_\_\_\_

Fax # \_\_\_\_\_ Email: \_\_\_\_\_

1. DATES OF Booth Operation (check all that apply): \_\_\_\_ Friday, 8/15 \_\_\_\_ Saturday, 8/16

2. Will you be setting up a booth, tent, trailer or step van? \_\_\_\_ No \_\_\_\_ Yes.

If yes, please specify equipment and space requirements: \_\_\_\_\_

Booth Size: 10x10 (\$500) \_\_\_\_ 20x10 \_\_\_\_ (\$600) (please check one)

**Note: if your booth display exceeds a 200-sq. foot area, please contact Jamie Beechey at Caroline County Recreation & Parks to review site arrangements and sponsorship levels. 410.479.8136**

3. Please specify electrical needs for display if they exceed the lighting you are providing for evening booth operation (Reminder: utilities limited to 110 watts or 20-amp service only; 2 sockets)

4. Please inform us of any special needs you have during the festival set-up or operation:

***THIS FORM MUST BE ACCOMPANIED WITH A 2024  
CORPORATE SPONSORSHIP PLEDGE FORM***

**FAX COMPLETED FORM TO Heidi Potter AT 410-479-4194 or email to  
Heidi Potter at [hpotter@carolinemd.org](mailto:hpotter@carolinemd.org).  
Response Deadline July 1, 2025**

#### OFFICE USE ONLY

Date Recv'd: \_\_\_\_\_

Booth Area: \_\_\_\_\_

Booth #: \_\_\_\_\_

# Tables: \_\_\_\_\_

Special Electric: \_\_\_\_\_

Phone confirmation:

Date: \_\_\_\_\_

Initials: \_\_\_\_\_