

VINTON COUNTY

Hotel McArthur, 101 E. Main St. • P.O. Box 307 • McArthur, OH 45651
Phone: 740-596-7077 Email: director@visitvintoncounty.org

Dear Business Owner:

Several thousand visitors from across the state will soon be attending the Sixth Annual Midnight at Moonville festival, to be held October 14, 2023. Set inside the haunted Moonville Tunnel, this Halloween-themed event will include music performances, historical presentations, dramatic storytelling, costumed characters, local craft vendors, regional cuisine, and a paranormal investigation.

The Vinton County Convention and Visitors Bureau (VCCVB) organizes the festival in partnership with the Moonville Rail Trail Association. While we always attempt to find the best deals and use donated labor and equipment, the festival still costs an average of \$16,000 to host. The VCCVB is a 501(c)(6) nonprofit organization and is not interested in profiting off the event, but we do need to break even. Because revenue from the event does not cover all expenses, we are seeking sponsorships from local businesses and organizations so that we may continue to organize the event and attract outside visitors to our area.

If you wish to sponsor the festival, please send your support along with your business contact information to Vinton County CVB, P.O. Box 307, McArthur, Ohio 45651. Please also send your high-resolution logo by email to director@visitvintoncounty.org. The deadline is September 30, 2023.

Presenting Sponsor — \$2,000+

- Photo op for the presentation of a jumbo check and press release to local news media
- Your logo under a “sponsored by” section of the full-page festival ad that will run for two years in the biannual 2024-2025 Vinton County Visitors Guide, a premium publication distributed throughout the Hocking Hills region, statewide at ODOT Tourist Information Centers, and select routes in neighboring states
- Your logo placed under the festival’s welcome banner
- Your logo on shuttle transportation vehicles
- Your logo on a large vinyl banner at the parking area
- Your logo on the www.midnightatmoonville.com website and social media pages
- Your logo on all printed media that is published after the sponsorship is made
- Vendor booth space, if desired
- 10 parking passes to give away to employees or the public

Event Sponsor — \$1,000

- Your logo on yard signs at all event/activity areas (e.g. in front of the music stage)
- Your logo on a large vinyl banner at the parking area
- Your logo on our website and social media pages

- Your name in text on all printed media that is published after the sponsorship is made
- Vendor booth space, if desired
- Five parking passes to give away to employees or the public

Supporting Sponsor — \$500

- Your logo on a large vinyl banner at parking area
- Your name in text on our website and social media pages
- Vendor booth space, if desired
- Two parking passes to give away to employees or the public

We hope you will consider supporting local tourism development by sponsoring the sixth annual Midnight at Moonville festival.

Sincerely,

A handwritten signature in black ink that reads "Caleb Appleman" followed by a long, horizontal flourish.

Caleb Appleman, Executive Director
Vinton County Convention and Visitors Bureau



2023 SPONSORSHIP FORM

Business/organization:

Mailing address:

Contact name:

Email address:

Phone number:

Sponsorship:

- Presenting sponsor (\$2,000+)
- Event sponsor (\$1,000)
- Supporting sponsor (\$500)

Please make checks payable to:

**Vinton County CVB
P.O. Box 307
McArthur, OH 45651**

Your high-resolution logo can be emailed to director@visitvintoncounty.org

The Vinton County Convention and Visitors Bureau is a 501(c)(6) nonprofit organization with EIN 31-1788240.

Thank you for sponsoring our festival!