

## Optimist Club of Hernando

By providing hope and positive vision, Optimists bring out the best in kids.  
– Optimist Mission Statement

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The Optimist Club of Hernando is making preparations to celebrate **50 YEARS** of the **A'Fair in Hernando**, which will be May 18, 2024!! Over the past 49 years the festival has grown from just a few booths and a small crowd to over 250 booths and nearly 10,000 visitors. It is the largest community event in our county. Each year our community looks forward to our annual arts and crafts festival to welcome Spring, purchase local arts and crafts and visit with friends and visitors. Our city reaps the benefits of visitors from other cities in our county and the tri-state region. We would like to invite you to participate as a sponsor of the 2024 A'Fair in Hernando!

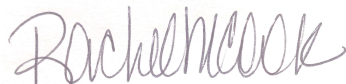
Proceeds of the A'Fair benefit over 1,000 children in our community by their participation in our activities, events and donations, and we hope that you will be a part of this event so that we can continue to increase the number of lives we touch.

We have enclosed sponsorship information for you that outlines the benefits of the various sponsorship levels including advertising and booth space.

The Optimist Club of Hernando is a member of the Optimist International Organization. For more information regarding the International Organization please go to [www.optimistinternational.org](http://www.optimistinternational.org).

If you have any questions or need more information, please contact us.

Sincerely,



Rachel M. Cook  
901-258-6811

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## 2024 Sponsorship levels

### **Platinum Sponsor (\$1000)**

- Listed as Platinum Sponsor with logo on all advertising  
\*\*send logo to rachelmcook@aol.com
- A'Fair t-shirts - Listed as Platinum Sponsor with logo
- 5 A'Fair t-shirts for employees to wear the week of the A'Fair
- Booth space at A'Fair free of charge
- Listed as Platinum Sponsor with logo in all follow-up Thank you advertising

### **Gold Sponsor (\$500)**

- Listed as Gold Sponsor on all advertising
- A'Fair t-shirts - Listed as Gold Sponsor
- Listed as Gold Sponsor in all follow-up Thank you advertising

### **Race Sponsor (\$500)**

- Listed as Race Sponsor on all advertising
- A'Fair t-shirts – Listed as Race Sponsor
- Listed as Race Sponsor in all follow-up Thank you advertising

### **Silver Sponsor (\$250)**

- A'Fair t-shirts - Listed as Silver Sponsor

# Optimist Club of Hernando

## **PAID SOCIAL MEDIA ADVERTISING**

### ***Facebook***

Promoted weekly 3 weeks before event Daily and Boosted

Recognition at sponsor level

Follow-up Thank You promotion following event

## **MAGAZINE ADVERTISING**

### ***Southern Shopper***

½ page ad in May publication

# Optimist Club of Hernando

A'Fair in Hernando – May 18, 2024

Company Name: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please accept our support for 2024 A'Fair in Hernando:**

- Platinum Sponsor (\$1000) \$ \_\_\_\_\_  
*\*\*send logo to rachelmcook@aol.com*
- Gold Sponsor (\$500) \$ \_\_\_\_\_
- Race Sponsor (\$500) \$ \_\_\_\_\_
- Silver Sponsor (\$250) \$ \_\_\_\_\_

- My company is unable to sponsor at a level above, but would like to make a donation of \$ \_\_\_\_\_ or an in-kind donation of \_\_\_\_\_



**Please make checks payable to Hernando Optimist Club- Sponsorship application deadline is April 21st**

**Mail completed form with payment to:**  
Optimist Club of Hernando  
PO Box 532  
Hernando, MS 38632

**Or contact Rachel Cook (901-258-6811), or another Optimist Club member for pick up.**

**We appreciate your support of the Optimist Club of Hernando and the children in our community!**