

## ***Sponsorship opportunities to advertise your business!***

Greetings,

The Rotary Club of Orange, Virginia is pleased to report that we were recently able to offer a record number of scholarships to Orange County High School graduates, in no small part thanks to our Spring BBQ Fundraiser's generous sponsors. Every year, our small club proudly gives sponsorships to multiple OCHS graduates. These graduates vary greatly in terms of what they wish to do in their formal education, ranging from acquiring a bachelor's degree or higher, to trade school training and certification. All of these graduates share one thing in common: an expressed desire to bring these new skills back to Orange County.

Your local Rotary club doesn't stop at just giving out scholarships. Every year, we partner with the Orange County Children's Toy Box, a local nonprofit that organizes and delivers hundreds of Christmas gifts to struggling families in our local community. The Orange Rotary Club purchases nearly a thousand (and this year, likely over one thousand) toothbrushes, tubes of toothpaste, dental floss containers, and flossers to bundle together and deliver to the Orange County Children's Toy Box, to distribute alongside the Christmas presents.

The Orange Rotary Club is also responsible for the annual Orange Christmas Parade on the first Saturday of each December. This parade is one of our club's largest and most involved annual events, and the club has historically never profited from this event. December of 2023 marked the first time that the parade didn't lose the club money. Our club proudly invests months of careful planning, coordinating, and organizing to bring the parade to Orange simply because organizing the parade **is** a way of giving back to our local Orange community.

With that brief explanation of what we do out of the way, let's talk business. We've seen an exponential rise in need in our community over the past several years, and our recent forays into pursuing sponsors for club events has allowed us to rise to match these needs. We have therefore decided to expand individual event sponsorships to club-wide annual sponsorships. Our goal is to attract local businesses as corporate sponsors for all our club's many efforts, and to lock-in sponsors with a one-time payment in return for 12 months of exposure. These sponsor partnerships would last from the start of November, until the start of the next year's November. **We understand many of those reading this will have already donated to or sponsored previous Rotary efforts in the year 2025, as the Rotary year begins on July 1st. Therefore, for this first year, we will be offering incredible value to both new and returning sponsors.** For the past two years, the highest tier of BBQ Fundraiser Sponsorship was \$1,000. For the 2025-2026 year, the highest tier of *overall* club sponsorship will cost \$1,200. This includes **all** of the benefits of being a Gold Tier sponsor for the BBQ, alongside a multitude of other avenues through which we will give our sponsors exposure. There are three tiers of sponsorship: "Sponsor Tier", "Silver Tier", and "Gold Tier". We are asking \$200, \$600, and \$1,200 for each of these sponsorship tiers, respectively. Thank you for taking the time to read all of this, and please check out the next few pages for a straightforward breakdown of what you get for your money by sponsoring the Rotary Club of Orange, Virginia.

Sincerely,

2025-2026 Orange Rotary Club President, Mack Cowan

**For inquiries related to sponsorship, please contact either:**

Mack Cowan

151 W. Main St.

Orange, VA 22960

**Phone:** (540) 406-1077

**Email:** mackcowanii@gmail.com

**OR**

Corporate Sponsorship Committee Chair, Doug Ponton

**Phone:** (434) 981-4531

**Email:** pqlfitness@aol.com

## **Sponsor Benefits, Exposure, & Cost**

We have created three sponsorship tiers: **Sponsor Tier**, **Silver Tier**, and **Gold Tier**.

*The below table details all sponsor benefits by tier, along with the cost. Please see the following numbered sections for more information on individual items.*

	<b>Sponsor Tier</b>	<b>Silver Tier</b>	<b>Gold Tier</b>
<b>1. Annual Cost</b>	\$200	\$600	\$1,200
<b>2. BBQ Fundraiser Tickets</b>	0 Tickets	3 Tickets	6 Tickets
<b>3. BBQ Fundraiser Badges</b>	None	2 Silver Event Sponsor Badges	4 Gold Sponsor Badges
<b>4. BBQ 4x12ft Sponsor Banner Presence</b>	None	Medium	Large
<b>5. BBQ Table Decoration Signs Presence</b>	Small	Medium	Large
<b>6. BBQ Event Entrance Sponsor Sign Presence</b>	None	Medium	Large
<b>7. Social Media Promotion</b>	None	Thanked in posts	Thanked in posts + Facebook Page Banner Presence
<b>8. Website (OrangeRotaryVA.org) Promotion</b>	Presence on "Sponsors" page	Presence on "Sponsors" page + minor permanent presence site-wide	Presence on "Sponsors" page + MAJOR permanent presence site-wide
<b>9. Standing 33x81inch Sign Presence (Displayed at all meetings and events)</b>	Small	Medium	Large
<b>10. Christmas Parade Website Sponsors Page Presence</b>	Listed	Listed	Listed
<b>11. Christmas Parade Facebook Post Mentions</b>	None	Mentioned	Mentioned
<b>12. Christmas Parade Awards/Prize Mentions</b>	None	Thanked when awarding prizes	Thanked when awarding prizes
<b>13. Christmas Parade Banner Presence</b>	None	Present on banner	Present on banner

## **1. Annual Cost**

Many of our generous sponsors partnered with us for the spring BBQ Fundraiser this past spring, which has historically been our single biggest fundraising event. That was only a few months ago, and so as a way of saying thank-you to all of our generous sponsors, we want to start our first year of corporate sponsorships with a strong value proposition to all current and potential sponsors. The spring BBQ Fundraiser alone ran off of \$500 and \$1000 sponsorship tiers. The Silver and Gold club-wide sponsorship tiers include all of the BBQ sponsorship benefits, with **all** the additional benefits listed for only an additional \$100 and \$200 for Silver and Gold sponsorship tiers, respectively.

## **2. BBQ Fundraiser Tickets**

BBQ Fundraiser tickets typically cost \$40 each, plus any transaction fees if they are purchased digitally. Silver Tier sponsors receive three tickets, and Gold Tier sponsors receive six tickets to the annual fundraiser. The event is a staple of both the Rotary club and of Orange, featuring locally-sourced BBQ, local craft beer, and local wine all from within Orange County.

## **3. BBQ Fundraiser Badges**

Gold and Silver Tier sponsors receive four and two badges, respectively, to wear at the BBQ Fundraiser in the spring. These badges are custom-made for each sponsor, and denote both the year and tier of sponsorship.

## **4. BBQ 4x12ft Sponsor Banner Presence**



At the annual BBQ Fundraiser, we promote our sponsors in several ways. One of which is a large 4x12ft banner that is hung from the balcony of the venue. Please see the image from the 2025 BBQ to the left, with the banner circled in yellow.

## **5. BBQ Table Decoration Signs Presence**



We create table decorations with standing signs on all tables at the fundraiser, featuring each of year's sponsors in small, medium, or large sizes depending on sponsorship tier. To the left, circled in yellow, is an example of a table decoration from the 2025 fundraiser. Below is a preview of the 2025 fundraiser's decoration digitally rendered. **All** sponsor tiers are present on these decorations.

***Thanks to all of our generous 2025 sponsors!***



151 W. Main St.  
Orange, VA 22960  
(540) 672-1100



164 N. Madison Rd.  
Orange, VA 22960  
(540) 672-4644



**KW LeatherWorks**

KWLeatherWorks.com  
kioshis.workshop@gmail.com  
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15111 Yager Rd.  
Somerset, VA 22972  
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## **6. BBQ Event Entrance Sponsor Sign Presence**

At the entrance to the BBQ's venue, historically Rounton Farm just outside of the Town of Orange, we post a standing sign to thank our sponsors. This sign thanks Silver and Gold Tier sponsors, in medium and large sizes, respectively. This has historically been a 2ft x 3ft sign, but that may expand in the near future!

## **7. Social Media Promotion**

As of late August 2025, the Rotary Club of Orange, Virginia, Facebook page has 699 followers. Clubs that are several times the size of our humble organization, in much more populated areas, rarely have follower counts far beyond that range. As of 2024, the Town of Orange had a population of approximately 5,200. Our club's Facebook page following is over 13% the size of the entire population of the town. I truly cannot stress how impressive our following is, relative to our size and location. Both Silver and Gold Tier sponsors will be thanked by-name in multiple Facebook posts throughout the Rotary year, and Gold Tier sponsors will have their logos integrated into the page's static banner.



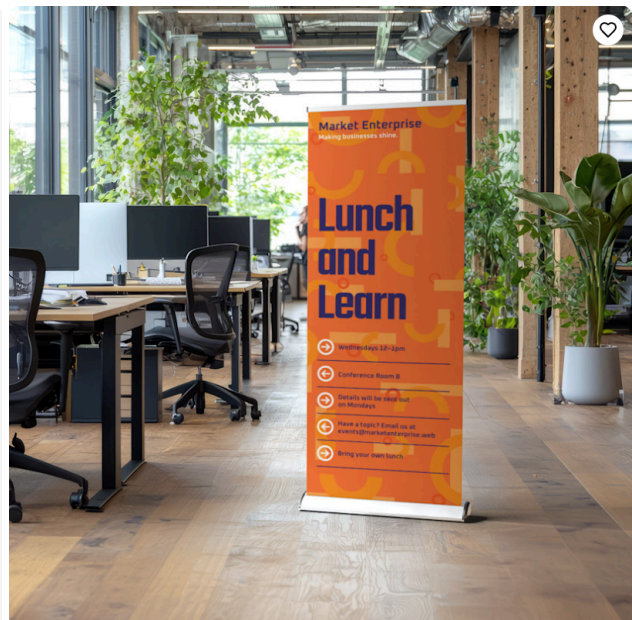
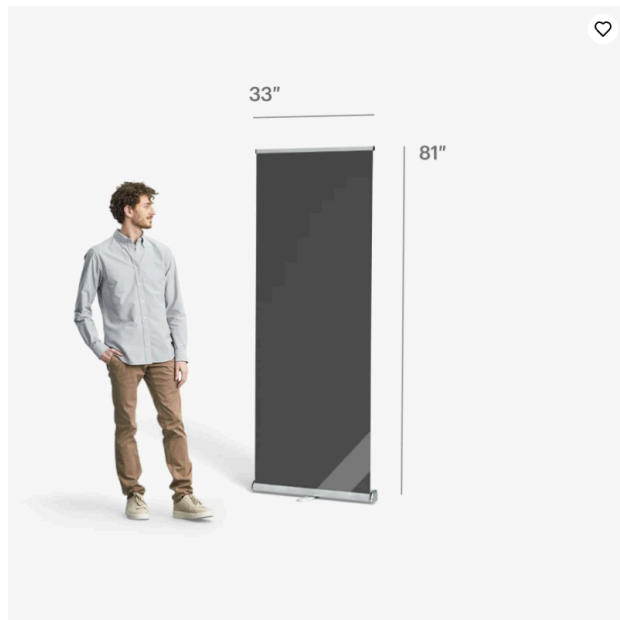
## **8. Website (OrangeRotaryVA.org) Promotion**

We are proud to announce that we have completely re-worked and updated our website, still located at its previous domain at [www.OrangeRotaryVA.org](http://www.OrangeRotaryVA.org)! **All** sponsors of all tiers will be listed on a new website page that will serve as a directory of our sponsors, detailing the sponsor's business name (or name, if sponsored by an individual), business address, business phone number, and a very brief description of the business. Silver and Gold Tier sponsors will be listed on a static sponsor promotional section on the website site-wide, and Gold Tier sponsors will receive their own banner as part of our rotating overhead banner above the website (which is also site-wide).

*Please note that if you are an individual sponsor and would prefer not to be mentioned, the Rotary club is happy to accommodate individual requests.*

## **9. Standing 33x81 inch Sign Presence**

The Rotary Club of Orange, Virginia, meets every first and third Tuesday in the Town of Orange. We also host occasional social events year-round, typically on the fifth Tuesday of the month. As a way of thanking our sponsors and granting them additional exposure, we would like to start setting up a sign at **all** meetings, events, and (where possible/allowed) social gatherings for the club. As this is a new promotional item, we have no past example images to provide, however please see the two images below for an example of the style, format, and size of the sign. It will be 6.75 feet (6 feet, 9 inches) tall.



## **10. Christmas Parade Website Sponsors Page Presence**

The Orange Rotary Club creates a stand-alone webpage for the Christmas Parade annually. There is a separate page on the site that denotes all of the Christmas Parade's sponsors, and moving forward we would like to list all sponsors for the club under this section. Unfortunately, we cannot provide a preview as we just re-worked the entire website into a new web service.

## **11. Christmas Parade Facebook Post Mentions**

We thank, and promote, our sponsors on the aforementioned Facebook page during the Christmas season. Historically, this has been our parade-specific sponsors. Moving forward, this will be all club-wide Silver and Gold Tier sponsors.

## **12. Christmas Parade Awards/Prize Mentions**

The Club has historically explicitly thanked the Christmas Parade's sponsors when announcing and giving the event's awards. Moving forward, we will be thanking all club-wide Silver and Gold Tier sponsors.

## **13. Christmas Parade Banner Presence**

Every year at the annual Christmas Parade, hosted by the Orange Rotary Club in close collaboration with the Town of Orange, the Rotary Club inaugurates the parade by leading it. The club members leading the parade carry a banner promoting not only the Rotary club and the Town of Orange, but also the event's largest sponsors. Moving forward, we would like to list the club's largest club-wide sponsors, meaning that all Silver and Gold Tier sponsors will be present on the banner, in medium and large sizes,

respectively. Please see the image to the left of the 2024 Christmas Parade, along with that year's banner.

