



culpeper renaissance  
*the world's one and only*

# 2025 EVENT SPONSORSHIP PACKET



540-825-4416



[www.culpeperdowntown.com](http://www.culpeperdowntown.com)



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# INTRODUCTION

Every town has a life of its own. Some go through dramatic changes. Others fade and fall away into memory and dust. A few, like Culpeper, have done the hard work of being reborn. For the town of Culpeper, it's all thanks to a group called Culpeper Renaissance Incorporated.

Imagine having the doctor say, "If you don't make a change, things are going to get worse." Well, the town of Culpeper received that kind of advice, in the early eighties when Davis Street, one of the main arteries of downtown Culpeper, and the town's train depot were decaying and in need of critical care.



That's why in 1988, a collective of forward-thinking downtown businesses, farmers, and property owners, got together and decided to breathe life back into the town by creating Culpeper Renaissance, Inc.; a verified 501c3 non-profit organization. Through their leadership and investment, Davis Street and the depot area grew to become the heart of Culpeper once again. Now, not only is Davis Street and beyond a thriving community of small businesses and award-winning restaurants, but CRI brings that heartbeat and livelihood to all of downtown Culpeper year-round. CRI hosts events which draw locals and visitors alike to town. **Creating a partnership with CRI by becoming a sponsor is creating a partnership with a healthy community and an organization invested in its continued improvement.** Join in now and become a sponsor of CRI because it is not just an organization; it's the beating heart of Culpeper.

# VISION & MISSION

## Vision

Culpeper Renaissance, Inc's vision for Culpeper is an Enjoyable, Vibrant, and Walkable Downtown that actively leverages its cultural assets to connect businesses with visitors and residents, and is WELCOMING TO ALL.

## Mission

Culpeper Renaissance, Inc's purpose is to stimulate a growing and stable commercial center in downtown Culpeper by:

- Increasing the use of downtown as a destination for local residents and visitors
- Promoting and developing a diversified business mix
- Fostering residential opportunities in and near downtown
- Continuing to strengthen a unified and enduring sense of place

# DOWNTOWN STATISTICS

## 2023 REINVESTMENT STATISTICS

TOTAL  
PRIVATE INVESTMENT: \$81,108,666

TOTAL  
PUBLIC INVESTMENT: \$8,172,348

TOTAL  
VOLUNTEER HOURS: 62,834  
(EST. MARKET VALUE \$1,998,118)

## SOCIAL MEDIA FOLLOWING:

CULPEPER DOWNTOWN NEWSLETTER: 800

FACEBOOK FOLLOWERS: 13K

INSTAGRAM FOLLOWERS: 3,034

# WHY SPONSOR?



Culpeper Renaissance, Inc. is your award winning, local nonprofit Main Street Program dedicated to the growth, promotion, and economic vitality of Culpeper Downtown.

As a Main Street America™ Accredited program, Culpeper Renaissance, Inc. is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.

Each year CRI holds fundraising community events in which proceeds enable CRI to benefit the downtown district through our program of work. Please consider supporting your local, non-profit, Main Street program as we continue to produce quality events, highlighting and promoting our Downtown.

Our events directly connect us to thousands of people every year, and we want you to be able to connect with them too. As a sponsor, your organization receives unique marketing benefits but also supports our efforts in building and maintaining a vibrant Downtown.

# Culpeper Downtown 2025



Culpeper Downtown Carnival



3rd Thursday Summer Concert Series



Culpeper Downtown Merchant Trick-or-Treating



Culpeper Downtown for the Season

January-April



**Culpeper Downtown Carnival**  
March 1



**Spring Restaurant Week**  
March 17-23

**Gnarly Culpeper Block Party & Brew Fest**  
April 26



May-August



**3rd Thursday Summer Concert Series**



**May 15**  
The Catalins Band

**June 19**  
Deja Gruv Band



**July 17**  
Teaze

**August 21**  
Nashville Nights



September-October



**Fall Restaurant Week**  
Sept 29 - Oct 5



**Hop N' Hog Culpeper Block Party & BBQ Competition**  
October 18



**Culpeper Downtown Merchant Halloween Trick-or-Treating**  
October 31

November-December

**Pink Friday**  
November 21

**Holiday Open House & Community Tree Lighting**  
November 23

**Black Friday**  
November 28

**Small Business Saturday**  
November 29

**Cyber Monday**  
December 1

**Sunday Funday for Kids!**  
December 7

Culpeper Downtown Farmers Market



**Opening Day**  
May 3

**National Farmers Market Week**  
August 9

**Customer Appreciation Day**  
June 21

**Customer Appreciation Day**  
September 20

**American Grown Flowers Week**  
June 28

**Trick-or-Treat**  
October 25

**Culpeper Downtown Winter Farmers Market**  
December 6, 13, 20



# ANNUAL SPONSOR

## PLATINUM: \$9,000 (ONLY 1 PACKAGE AVAILABLE)

- Exclusive name rights of the stage for Gnarly Culpeper Block Party & Brew Fest and Hop N Hog Culpeper Block Party & BBQ Competition
- Large Banner displayed at top of main stage for Gnarly & Hop N Hog (provided by business)
- Medium banner displayed at each 3rd Thursday Summer Concert (provided by business)
- Event/Vendor Space (10x10) at each event, including:
  - Gnarly Culpeper Block Party & Brew Fest
  - 3rd Thursday Summer Concert Series (4 concerts)
  - Hop N Hog Culpeper Block Party & BBQ Competition
  - Holiday Open House/Community Tree Lighting
- Option to distribute promotional material at each event noted above
- Promotion on ALL print media and posters for each event
- Website, social media and press release promotion for each event.
- Radio promotion during Gnarly & Hop N Hog ads.
- Name recognition at each event.
- 12 general admission concert tickets per each ticketed event (6 ticketed events: Gnarly, 3rd Thursday (May-Aug) and Hop N Hog)
- 2 unlimited tasting tickets for Gnarly and Hop N Hog
- Event swag to include Gnarly, 3rd Thursday and Hop N Hog

## GOLD: \$7,000

- Medium banner displayed at Gnarly Culpeper Block Party & Brew Fest, 3rd Thursday Summer Concert Series (May-Aug) and the Hop N Hog Culpeper Block Party & BBQ Competition (banner provided by business)
- Event/Vendor Space (10x10) at each event including:
  - Gnarly Culpeper Block Party & Brew Fest
  - 3rd Thursday Summer Concert Series (4 concerts)
  - Hop N Hog Culpeper Block Party & BBQ Competition
  - Holiday Open House/Community Tree Lighting
- Option to distribute promotional material at each event noted above
- Promotion on ALL print media and posters for each event
- Website, social media and press release promotion for each event.
- Name recognition at each event.
- 10 concert tickets per each ticketed event (6 ticketed events: Gnarly, 3rd Thursday May-Aug and Hop N Hog)
- Event swag to include Gnarly, 3rd Thursday and Hop N Hog

# ANNUAL SPONSOR

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## SILVER: \$4,000

- Medium banner displayed at Gnarly Culpeper Block Party & Brew Fest, 3rd Thursday Summer Concert Series (May-Aug) and the Hop N Hog Culpeper Block Party & BBQ Competition (banner provided by business)
- Event/Vendor Space (10x10) at the Holiday Open House/Community Tree Lighting
- Option to distribute promotional material at each event noted above
- Promotion on ALL print media and posters for each event noted above
- Website, social media and press release promotion for each event.
- Name recognition at each event.
- 8 concert tickets per each ticketed event (6 ticketed events: Gnarly, 3rd Thursday (May-Aug) and Hop N Hog)

## BRONZE: \$1,750

- Small-medium banner displayed at Gnarly Culpeper Block Party & Brew Fest, 3rd Thursday Summer Concert Series (May-Aug) and the Hop N Hog Culpeper Block Party & BBQ Competition (banner provided by business)
- Website, social media and press release promotion at each event.
- Name recognition at each event.
- 4 concert tickets per each ticketed event (6 ticketed events: Gnarly, 3rd Thursday (May-Aug) and Hop N Hog)

## IN-TRADE OR CUSTOM SPONSORSHIP

Custom Sponsorship and Donation Opportunities are available. Please contact Candice Hayes at [crivevents@culpeperdowntown.com](mailto:crivevents@culpeperdowntown.com) or 540-825-4416 for more information.



# CULPEPER DOWNTOWN CARNIVAL



Like spring flowers blooming, CRI emerges from the winter months with its first event of the year, the Culpeper Downtown Carnival! Downtown merchant specials and activities fill the streets of this rousing March 1st event, celebrating the sweet smell of king cakes, the magic of street performers, the rhythms of blues music, and the flavorful tastes of Cajun inspired food and beverages. Locals and visitors alike share in the spirit, so “laissez les bon temps rouler!” Join in the fun and become a sponsor of this exciting event where CRI brings the bayou to you! Don’t forget your masks and beads!

- Be the designated sponsor for the two magic shows presented on that day. Only ONE magician sponsorship is available for this prestigious event.
  - Banner displayed at both magician shows (banner provided by business)
  - Website, social media and press release promotion.
- Be the designated sponsor for the horse drawn carriage rides on that day. Only one carriage (or wagon) sponsorship is available for this event.
  - Banner and/or promo material displayed at horse drawn carriage (or wagon) loading area. (Banner provided by business)
  - Website, social media and press release promotion.

# GNARLY CULPEPER BLOCK PARTY & BREW FEST



The Gnarly Culpeper Block Party & Brew Fest returns Saturday, April 26th in the heart of historic Culpeper Downtown's Depot District! Join Culpeper Renaissance, Inc. (CRI), Culpeper's non-profit Main Street Program, for the biggest fundraising event of the year, highlighting some of the best local and regional craft brews and ciders in and around the area!

## **Hops & Barley \$2000**

- Name/Logo on poster/printed material, press releases, social media, and website
- Prominent signage at event
- Opportunity to distribute promotional products or information at event
- Name recognition throughout event
- 12 general admission tickets
- 2 unlimited tasting tickets
- 1 (10x10) Vendor space at event
- Event swag

## **Growler \$800/event**

- Name/Logo on social media, press releases, and website
- Name recognition throughout event
- 8 general admission tickets
- Event t-shirt

## **Craft Brew \$1200/event**

- Name/Logo on poster/printed material, press releases, social media, and website
- Prominent signage at event
- Opportunity to distribute promotional products or information at event
- Name recognition throughout event
- 10 general admission tickets
- 2 Unlimited tasting tickets

## **Pint**

Negotiable

Services for event exposure and recognition, could include:

- media exposure, printing, equipment, event glasses, ice, water, entertainment, or create your own!

# CULPEPER DOWNTOWN FARMERS MARKET



When quality counts, CRI delivers! The Culpeper Downtown Farmers Market revs up every May and runs, rain or shine, Saturday mornings through October. Offering goods of the finest quality straight from local farmers, growers and artists. Shoppers come from near and far to explore the longest and largest operating market in the area. Options of produce, meat, honey, baked goods, dog treats, hard cider, homemade crafts and more provided by the exceptional farmers and small agricultural businesses. This family-friendly and informative community event of home-grown goodness presents an opportunity for you to shop and support local.

- Be a designated monthly sponsor. (Only ONE sponsorship available per month)
  - Table/Booth Space on one Saturday market during sponsorship month
    - Signage/Business info displayed at market throughout sponsored month
  - Website, social media and press release promotion
- Monthly- \$300
- Other Options Available: Contact Candice Hayes

# 3RD THURSDAY SUMMER CONCERT SERIES



Are you a little bit country or do you like rock n' roll? Do you like your music loud, with a little bit of funk and a whole lot of soul? Maybe beach music is your jam. Then allow Culpeper Renaissance, Inc. (CRI) to introduce you to the 3rd Thursday Summer Concert Series! Taking place the third Thursday of the month, May through August (with September as a rain date), from 5pm to 9pm at the Depot (111 Commerce Street) enjoy quality live music, delicious food vendors, refreshing adult beverages, a kid's corner and more!

## Series Sponsor \$2700

(Series: 4 Concerts)

- Banner hung at Depot for each concert
- Promotional advertising on print media, press releases, social media and website
- Poster Listing
- Postcard Listing
- Name recognition throughout each concert/event
- 12 concert tickets
- Table/Booth space (10x10) at each concert
- Event swag

## Event Sponsor \$800/event

- Banner hung at Depot for event chosen
- Promotional advertising on social media, press releases and website
- Name recognition at event
- 10 concert tickets

## Month

- May    June  
 July    August

## Patron Sponsor \$350/event

- Name recognition at event
- 6 concert tickets
- Promo advertising when applicable



# HOP N' HOG

## CULPEPER BLOCK PARTY & BBQ COMPETITION



Make this can't miss event an annual fall tradition, all taking place in your own backyard; Culpeper Downtown, winner of the Great American Main Street award! Come October enjoy unlimited beer, bourbon, cider and wine tastings, live music, food & artisan vendors, adult games, a kid's area and more, in Culpeper Downtown's historic Depot District. Did we mention the best local and regional BBQ around, with a competition to boot!

### Whole Hog \$2000

- Name/Logo in prominent position on poster, media releases, social media, & website
- Prominent signage at event
- Opportunity to distribute promotional products or information at event
- 1 (10x10) vendor space
- Verbal recognition throughout event
- 12 General Admission tickets
- 2 unlimited beer tasting tickets
- Event swag

### Crown Roast \$1000/event

- Name/Logo on poster, media releases, social media, & website
- Prominent signage at event
- Opportunity to distribute promotional products or information at event
- Verbal name recognition throughout event
- 8 general admission tickets
- 2 unlimited beer tasting tickets

### Pork Chop \$500/event

- Name/Logo on media releases, social media & website
- Verbal name recognition throughout event
- 6 general admission tickets

### Ham Biscuit

- Negotiable -Event services and/or items in exchange for event recognition and more.
- Examples:** media exposure in exchange for printing, event equipment/supplies, games, ice, water, entertainment, or create your

# TRICK-OR-TREAT



The nights aren't the only cool thing about Fall in Culpeper. In late October, as dusk settles on downtown, CRI and the local merchants host a happening Halloween experience for the kids with treats all along the way. Young and old alike show up and show out, visiting shops and restaurants as they trick or treat along festively decorated streets aglow with the fun of Fall. It's a great time to meet up with locals, visitors, friends and family at this safe, engaging, and interactive community event. You'll surely harvest a good time and get great exposure when you choose to sponsor CRI's Trick or Treat event.

- Join participating downtown businesses, CRI, Culpeper Police Department and additional community partners and sponsors to provide Halloween treats and other goodies.
  - Website, social media and press release promotion
  - Booth space

# CULPEPER DOWNTOWN FOR THE SEASON



When the days get shorter and the nights get darker, CRI and the merchants of Culpeper start to truly shine. Let them light your way to Downtown for the Season. This holiday celebration starts with Pink Friday in November and runs through the WINTER Farmers' Market ending in late December. In between, there are plenty of ways to make great memories with friends and family at the community tree lighting, or on a carriage ride through festive, decorated streets, or sipping cocoa as you stroll and shop at small downtown businesses. If you're lucky, you might even catch a glimpse of Santa and Mrs. Claus filling their sleigh and making memories with children of all ages during this most wonderful time of the year. So, avoid the hustle and bustle and experience a more relaxing pace to the holidays when you're Downtown for the Season with CRI. You can even avoid the naughty list by making it a tradition to sponsor this most magical time of the year!

- Santa Visits – Sponsor Santa! (Limited sponsorship available)
  - Meet and greet Santa in addition to social media, website and press promotion.
- Holiday Sunday Funday for Kids!
  - A special day just for kids to meet with Santa before Christmas.
- Tree Lighting – Sponsor the community tree lighting.
  - Website, social media and press release promotion.
  - Table/Booth display during the event. (Table provided by business)

# 23-24 Community Partners





## SPONSORSHIP PLEDGE AND PAYMENT OPTIONS

SPONSOR / BUSINESS NAME \_\_\_\_\_

(as it is to appear publicly)

CONTACT PERSON: \_\_\_\_\_

SPONSOR MAILING ADDRESS: \_\_\_\_\_

SPONSOR WEBSITE \_\_\_\_\_ EMAIL: \_\_\_\_\_

PHONE (PRIMARY) \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

### 2025 Annual Sponsorship

- o Platinum \$9000
- o Gold \$7000
- o Silver \$4000
- o Bronze \$1750
- o In-trade or custom

### Individual Event Sponsorship

- o Culpeper Downtown Carnival
- o Gnarly Culpeper Block Party & Brew Fest
  - o Hops & Barley \$2000
  - o Craft Brew \$1200
  - o Growler \$800
  - o Pint Negotiable
- o Culpeper Downtown Farmers Market
- o 3rd Thursday Summer Concert Series
  - o Stage \$4000
  - o Series \$2700
  - o Event \$800   May  June  July  August
  - o Patron \$350
- o Hop N' Hog Culpeper Block Party & BBQ Competition
  - o Whole Hog \$2000
  - o Crown Roast \$1000
  - o Pork Chop \$500
  - o Ham Biscuit Negotiable
- o Culpeper Downtown Merchant Halloween Trick-or-Treat
- o Culpeper Downtown for the Season

Check Included     Send Invoice

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return Event Sponsorship Pledge Form to:  
Culpeper Renaissance, Inc.  
127 W. Davis Street Culpeper, VA 22701  
crievents@culpeperdowntown.com  
Phone: 540-825-4416

Please make checks payable to: Culpeper Renaissance, Inc.  
THANK YOU FOR YOUR GENEROUS CONTRIBUTION