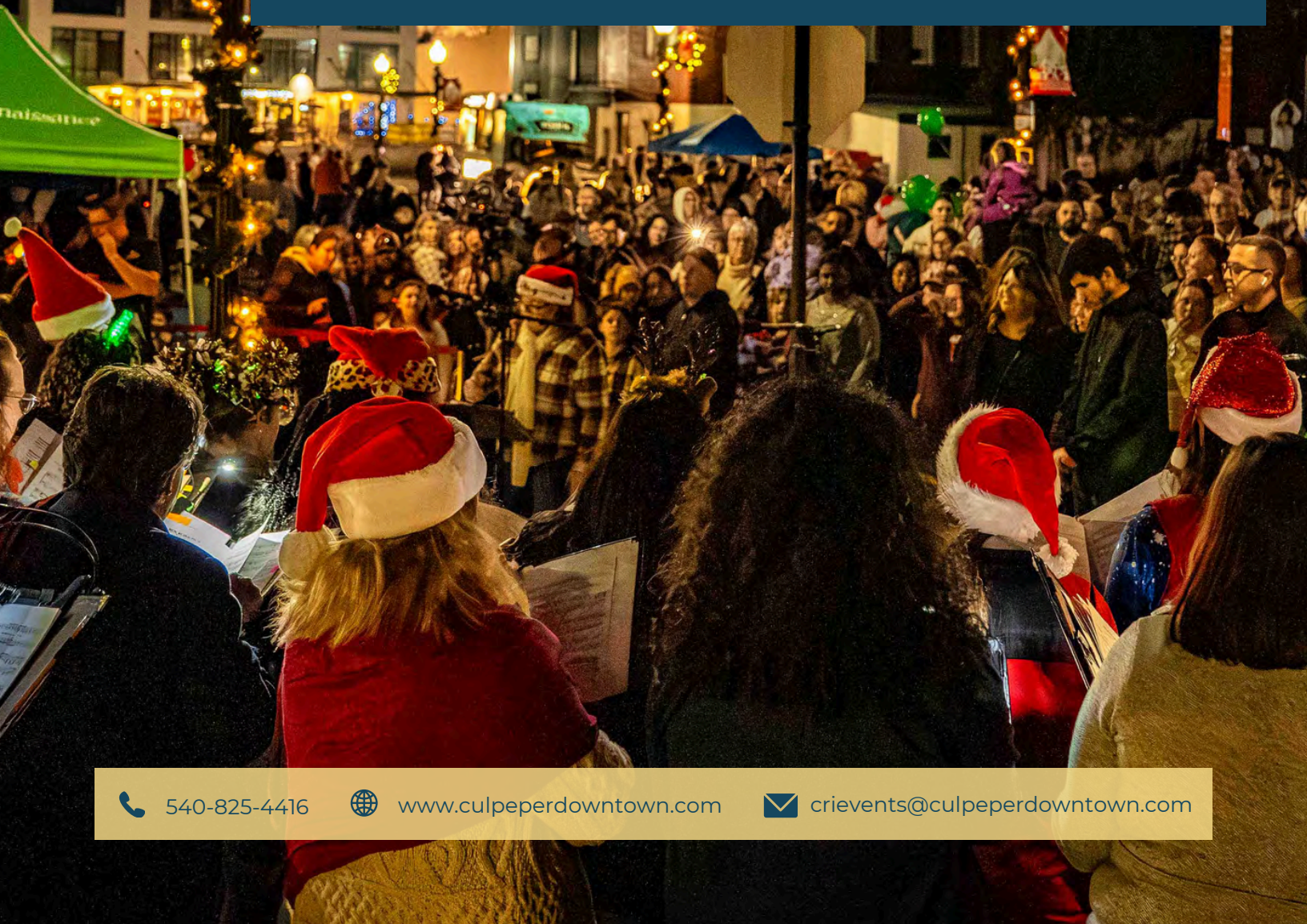




culpeper renaissance  
*the world's one and only*

# 2026 EVENT SPONSORSHIP PACKET



540-825-4416



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



[crievents@culpeperdowntown.com](mailto:crievents@culpeperdowntown.com)



# TABLE OF CONTENTS

Introduction	3
Culpeper Renaissance, Inc. Vision & Mission	4
Downtown Stats	4
Why Sponsor?	5
2026 Calendar of Events	6
2026 Annual Sponsorship	7-9
Culpeper Downtown Carnival	10
Gnarly Culpeper Block Party & Brew Fest	11
3rd Thursday Summer Concert Series	12
Culpeper Downtown Fall Family Movie Night	13
Haunted Hustle 5k & Spooky Sprint	14
Hop N’ Hog Culpeper Block Party & BBQ Competition	15
Culpeper Downtown Merchant Halloween Trick-or-Treat	16
Culpeper Downtown for the Season	17
Culpeper Downtown Farmers Market	18
2025 Sponsor Highlight	19



# 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

## 2024 REINVESTMENT STATISTICS

### TOTAL

PRIVATE INVESTMENT: \$83,814,797

### TOTAL

PUBLIC INVESTMENT: \$8,572,577

### TOTAL

VOLUNTEER HOURS: 64,696

(EST. MARKET VALUE \$2,166,699)

## SOCIAL MEDIA FOLLOWING:

CULPEPER DOWNTOWN NEWSLETTER: 857

FACEBOOK FOLLOWERS: 14,275

INSTAGRAM FOLLOWERS: 3,533



# 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 FREE community events & downtown improvement projects. 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 2016 Downtown



Culpeper Downtown Carnival



3rd Thursday Summer Concert Series



Culpeper Downtown Merchant Trick-or-Treating



Culpeper Downtown for the Season

January-April



**Culpeper  
Downtown  
Carnival**

February 21



**Spring  
Restaurant Week**

March 9

**Gnarly Culpeper  
Block Party  
& Brew Fest**

April 25



May-August



**3rd Thursday  
Summer Concert  
Series**

May 21

June 18

July 16

August 20

September-October



**Fall Family  
Movie Night**  
September 18

**Fall  
Restaurant Week**  
Sept 28 - Oct 4



**Haunted Hustle  
& Spooky Sprint**  
October 4

**Hop N' Hog  
Culpeper  
Block Party**  
October 17



October 31

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

November-December

**Pink Friday**  
November 20

**Holiday Open House &  
Community Tree  
Lighting**  
November 22



**Black Friday**  
November 27

**Small Business  
Saturday**  
November 28



**Cyber  
Monday**  
November 30

**Sunday Sunday for  
Kids! & Culpeper  
Christmas Parade**  
December 6

Culpeper Downtown Farmers Market  
Every Saturday May-October



**Opening Day**  
May 2

**National Farmers  
Market Week**  
August 8

Season Special Events:

**Customer  
Appreciation Day**  
June 20

**Customer  
Appreciation Day**  
September 19

**American Grown  
Flowers Week**  
June 27

**Trick-or-Treat**  
October 31

**Culpeper  
Downtown Winter  
Farmers Market**  
December 5, 12, 19





# ANNUAL SPONSOR

**DEADLINE: MARCH 6, 2026**

Package Comparison	Price	Events Included	Single Event Equivalent	Savings	Savings %
<b>Main Street Mission Partner</b>	\$11,400	All 9 events	\$17,500+	\$6,100+	35%+
<b>Platinum</b>	\$9,000	4 core events	\$15,000+	\$6,000+	40%+
<b>Gold</b>	\$7,000	4 core events	\$11,500+	\$4,500+	39%+
<b>Silver</b>	\$4,000	4 core events	\$7,000+	\$3,000+	43%+
<b>Bronze</b>	\$1,750	4 core events	\$3,500+	\$1,750+	50%+
<b>Community Partner</b>	\$750	4 core events	\$1,500+	\$750+	50%+

**NEW**

## MAIN STREET MISSION PARTNER: \$11,400 (1 PACKAGES AVAILABLE)

- Presenting Sponsor status at all events (e.g., “Presented by [Sponsor Name]”)
- Large Banner displayed at top of main stage for Gnarly & Hop N Hog (provided by business)
- Medium banner displayed at all other events
- Premium Event/Vendor Space (10x10) at each event, including:
  - Culpeper Downtown Carnival
  - Gnarly Culpeper Block Party & Brew Fest
  - 3rd Thursday Summer Concert Series (4 concerts)
  - Fall Family Movie Night
  - Haunted Hustle 5k & Spooky Sprint
  - 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 (Ticketed events: Gnarly, 3rd Thursday (May-Aug) Haunted Hustle 5k 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
- Dedicated spotlight in newsletters and on website
- First right of renewal for next year




# ANNUAL SPONSOR

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



**NEW**

## COMMUNITY PARTNER SPONSORSHIP: \$750

- Logo on website (12 months)
- Social media mentions
- Name recognition at all events
- 2 general admission tickets
- Event swag package

## IN-TRADE OR CUSTOM SPONSORSHIP

**In-Trade or Customer Sponsorships:** Custom Sponsorship and Donation Opportunities are available. Please contact Elizabeth Burns at [crievents@culpeperdowntown.com](mailto:crievents@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!

## **Mardi Gras Magician Sponsor \$600 (Exclusive: 1 Available)**

- Designated sponsor for both magic shows
- Banner displayed at both magician shows (banner provided by sponsor)
- Recognition on all event promotions
- Vendor space at event
- Special mention during each magic show

## **Carnival Carriage Sponsor – \$500 (Exclusive: 1 Available)**

- Designated sponsor for the horse-drawn carriage rides (Banner displayed at carriage loading area)
- Recognition on all event promotion
- Vendor space at event

## **King Cake Partner – \$300**

- Logo featured at king cake tasting passport
- Recognition in event program and on social media
- Vendor space at event
- Name included on social media

## **Beads & Blues Supporter – \$150**

- Logo featured on event signage
- Recognition in event program and on social media

**DEADLINE: JANUARY 5, 2026**



# 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!

**DEADLINE: MARCH 6, 2026**

# 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

## **Patron Sponsor \$350/event**

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



**DEADLINE: APRIL 9, 2026**



# FALL FAMILY MOVIE NIGHT



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!

## **Blockbuster Sponsor – \$500**

- All Feature Presentation Sponsor benefits
- Logo on movie screen before feature presentation
- Table space at event for business promotion
- Business featured in monthly newsletter recap

## **Feature Presentation Sponsor – \$300**

- All Opening Credits Sponsor benefits
- Logo included in pre-movie slideshow
- Shout-out during event welcome remarks
- Social media spotlight post leading up to the event

## **Opening Credits Sponsor – \$150**

- Logo featured on event signage
- Recognition in event program and on social media
- Opportunity to include a promotional item in giveaway bags

**DEADLINE: AUGUST 3, 2026**

# HAUNTED HUSTLE & SPOOKY SPRINT



This Halloween-themed race invites participants to don their most creative costumes as they run for a great cause! Participants of all ages can look forward to a 5k race and kid's spooky sprint. After the race, Culpeper Renaissance, Inc. provides a FREE family community event featuring bounce house, face painting and local community vendors and food trucks.

## **Spooky Skeleton Sponsor \$2500**

- Banner at Start/Finish Line
- Logo on medals
- Sponsor mentioned at event
- Logo on marketing materials
- Social media mentions
- 10 complimentary race registrations
- 1 table at event

## **Ghost Sponsor \$750**

- Banner at event reception
- Sponsor mentioned at event
- 3 complimentary race registrations
- Social media mentions

## **Candy Corn Sponsor \$100**

- Water distribution table on track
- Banner at table
- Social media mentions

## **Frankenstein Sponsor \$1500**

- Banner at event reception
- Sponsor mentioned at event
- Logo on marketing materials
- Social media mentions
- 6 complimentary race registrations
- 1 table at the event

## **Pumpkin Sponsor \$250**

- Water or Banana table at finish line
- Banner at table
- Social media mentions

## **In-Trade Sponsor**

- Event services and/or items in exchange for event recognition and more.

**DEADLINE: AUGUST 7, 2026**



# 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.

**DEADLINE: AUGUST 22, 2026**



# MERCHANT 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. It's a great time to meet up with locals, visitors, friends and family at this safe, engaging, and interactive community event.

## **Pumpkin Patch Presenting Sponsor – \$500 (Exclusive: 1 Available)**

- Recognized as the presenting sponsor in all digital event promotions
- Logo featured prominently on event website
- Special mention in press releases and social media posts
- Premium booth space for business promotion and treat distribution
- Opportunity to provide branded bags or giveaway items to attendees

## **Haunted House Sponsor – \$300**

- Logo featured on event website
- Recognition in press releases and social media posts
- Booth space for business promotion and treat distribution
- Name included in post-event newsletter

## **Spooky Street Supporter – \$150**

- Recognition in event program and social media
- Booth space

**DEADLINE: SEPTEMBER 28, 2026**



# 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. 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.

## **Holiday Magic Sponsor \$600 (Exclusive: 1 Available)**

- Designated sponsor of the Community Tree Lighting
- Banner placement during event
- Logo/mention in press releases, social media website & prints
- Booth/table display during the tree lighting event
- VIP Santa Meet and Greet

## **Sunday Funday Kids Sponsor \$300**

- Sponsor of Holiday Sunday Funday for Kids!
- Logo/mention in press releases, social media, prints & website
- Booth/table display during Sunday Funday event

## **Santa's Sleigh Sponsor \$400 (Limited: 1-2 Available)**

- Designated sponsor of Santa Visits
- Logo featured on Santa-related digital promotions
- Logo/mention in press releases, social media, prints & website
- Booth/table space during Holiday Open House

## **Season of Giving Supporter \$150**

- Recognition in prints and social media
- Logo featured on event website
- Booth/table space during any Holiday Open House event

**DEADLINE: OCTOBER 23, 2026**

# 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 Elizabeth Burns

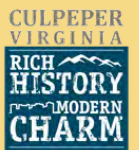
**DEADLINE: MARCH 23, 2026**



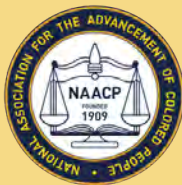
# 2025 Community Partners



Orange Chiropractic & Family Health



PATH FOUNDATION



# SPONSORSHIP PACKAGES

Click the "BLUE" links to pay online




## 2026 Annual Sponsorship

- Main Street Mission Partner \$11,400
- Platinum \$9000
- Gold \$7000
- Silver \$4000
- Bronze \$1750
- Community Partner \$750

## Individual Event Sponsorship

- [Culpeper Downtown Carnival](#)
  - Mardi Gras Magician \$600
  - Carnival Carriage \$500
  - King Cake \$300
  - Beads & Blues \$150
- [Gnarly Culpeper Block Party & Brew Fest](#)
  - Hops & Barley \$2000
  - Craft Brew \$1200
  - Growler \$800
  - Pint Negotiable
- [3rd Thursday Summer Concert Series](#)
  - Stage \$4000
  - Series \$2700
  - Event \$800
  - Patron \$350

Event/Patron Month Selection:

 ☐ May ☐ June ☐ July ☐ August

- [Fall Family Movie Night](#)
  - Opening Credits \$150
  - Feature Presentation \$300
  - Blockbuster \$500

## ◦ [Haunted Hustle & Spooky Sprint](#)

- Spooky Skeleton \$2500
- Frankenstein \$1500
- Ghost \$750
- Pumpkin \$250
- Candy Corn \$100

## ◦ [Hop N' Hog Culpeper Block Party & BBQ Comp.](#)

- Whole Hog \$2000
- Crown Roast \$1000
- Pork Chop \$500
- Ham Biscuit Negotiable

## ◦ [Culpeper Downtown Merchant Halloween](#)


- Pumpkin Patch \$500
- Haunted House \$300
- Spooky Street \$150

## ◦ [Culpeper Downtown for the Season](#)

- Holiday Magic \$600
- Santa's Sleigh \$400
- Sunday Funday \$300
- Season of Giving \$150

## ◦ [Culpeper Downtown Farmers Market](#)

- Monthly Sponsor \$300

 ☐ May ☐ June ☐ July  
☐ August ☐ September ☐ October

## Please return Event Sponsorship Form to:

Culpeper Renaissance, Inc.  
Attn: Elizabeth Burns  
127 W. Davis Street Culpeper, VA 22701  
criinfo@culpeperdowntown.com  
Phone: 540-825-4416

## SPONSORSHIP PLEDGE AND PAYMENT OPTIONS

BUSINESS NAME(as it is to appear publicly) \_\_\_\_\_

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

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

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

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

☐ Check Included ☐ Send Invoice ☐ Online Payment

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

Please make checks payable to: Culpeper Renaissance, Inc.