

Proposal for Legacy Founding Sponsorship

Submitted to: City of Fayetteville

Requested Support: \$100,000 Annually (3-5years)

Purpose: Partnership & Sustainability



The Fayetteville Dogwood Festival respectfully invites the City of Fayetteville to become a **Legacy Founding Sponsor** of the festival through a multi-year partnership designed to ensure the long-term sustainability, quality, and accessibility of one of Fayetteville's most iconic community events.

This investment would provide predictable funding to stabilize festival operations while creating direct, measurable benefits for the City, local businesses, and the community at large.

Our shared goal is clear: **to protect and grow the Fayetteville Dogwood Festival through its 50th year and beyond.**

Purpose of the Legacy Founding Sponsorship

The Legacy Founding Sponsorship is designed to:

- Ensure consistent, professional production and entertainment quality
- Reduce financial volatility year over year
- Strengthen long-term planning and accountability
- Preserve free and accessible community programming
- Reinvest savings back into Fayetteville-based businesses

This partnership positions the City of Fayetteville as the highest ranking partner of a legacy event, not simply a funder.

Annual Investment & Term

- **Annual Investment:** \$100,000
- **Contract Term:** 3–5 years (negotiable)
- **Annual Review:** Budget, outcomes, and measurable impact reporting provided each year

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Use of Funds

City funds would be allocated toward core festival infrastructure, including:

- **Production & Technical Operations**
 - Stage, sound, lighting, and visual production
- **Entertainment & Talent**
 - Regional and national musical acts
- **Logistics & Operations**
 - Site infrastructure, safety coordination, equipment, staffing
- **Marketing & Promotion**
 - Digital, print, outdoor, and regional outreach
- **Public Safety & Accessibility Enhancements**
 - ADA accommodations, lighting, crowd flow improvements
- **Operational Stability Reserve**
 - Ensuring continuity during years of unexpected fundraising shortfalls

This investment allows the festival to plan responsibly without compromising quality or safety while ensuring the growth of our community tradition.

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Governance & Advisory Participation

As part of the Legacy Founding Sponsorship, the City of Fayetteville would receive:

- **One (1) non-voting seat on the Fayetteville Dogwood Festival Advisory Council**
 - Provides insight, transparency, and collaboration
 - Ensures alignment with city goals
 - Maintains independence of the nonprofit board while fostering partnership

This role is advisory in nature and carries no fiduciary or voting responsibility.

Branding & Recognition Benefits

The City of Fayetteville would receive top-tier, year-round visibility, including:

- City logo on ALL festival marketing materials, including:
 - Digital ads
 - Social media
 - Website
 - Posters, banners, and signage
 - Press releases and media kits
- Prominent logo placement at the Spring Festival, including:
 - Main stage signage
 - Entrance and wayfinding signage
 - VIP areas
- Verbal recognition during key festival programming
- Recognition as “Legacy Founding Sponsor” in official festival communications
- Recognition will be officially given at the Spring 2026 festival and presented to the City

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VIP & Hospitality Benefits

- Twenty (20) VIP tickets annually for the Spring Festival
 - Access to the VIP Tent
 - Hospitality, viewing areas, and networking opportunities
- Ideal for city leadership, partners, and special guests

Direct Community Reinvestment: A Gift From the City

As a formal thank you to the City of Fayetteville, the festival commits to passing savings directly back to the community:

- Reduced vendor or participation fees for future events
- Eligibility limited to **businesses with a Fayetteville address**
- Marketed explicitly as:

“A gift to our local businesses, made possible by the City of Fayetteville.”

This ensures City support creates tangible, measurable economic benefit for Fayetteville-based businesses.

Accountability & Measurables

To ensure transparency and responsible stewardship, the festival will provide:

- Annual Spring Festival Budget Summary
- Clear line-item reporting showing use of City funds
- Attendance estimates and economic impact indicators
- Marketing reach metrics
- Local business participation data
- Annual review meeting with City representatives

These measurables ensure public funds are used efficiently and aligned with agreed-upon goals.

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Why This Matters

The Fayetteville Dogwood Festival is:

- A cultural anchor for downtown Fayetteville
- A driver of local economic activity
- A free, inclusive event accessible to all residents
- A reflection of Fayetteville's identity and pride

Reaching the festival's 50th anniversary requires foresight, partnership, and shared responsibility.

This Legacy Founding Sponsorship creates that foundation.

By becoming a **Legacy Founding Sponsor**, the City of Fayetteville secures its place as a long-term partner in one of the city's most beloved traditions, while ensuring transparency, visibility, and direct community benefit.

We are excited about the opportunity to build something lasting together and look forward to discussing this partnership in greater detail.

Sincerely,

Kaylynn Suarez, Executive Director
The Fayetteville Dogwood Festival
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