SPONSORSHIP PROSPECTUS

McLean Day
Produced by the McLean Community Center

Saturday, May 16, 2020
11 a.m.–5 p.m.

Lewinsville Park
1659 Chain Bridge Road, McLean, VA 22101
Dear Stakeholder,

We are excited to announce a selection of sponsorship opportunities for McLean Day 2020, ‘Celebrating Our Hometown’ produced by the McLean Community Center. I have enclosed sponsorship information for 2020. If you are interested in becoming a sponsor, complete the form and mail it back to the Center by Wednesday, March 25, 2020 to ensure your 2020 sponsorship level.

McLean Day is the largest event that the Center has continually produced over the past 40 years, with an average attendance of 10,000 participants. This event is widely publicized within our community and sponsors will benefit from visual exposure offered as part of the McLean Day outreach. I encourage your organization to come and be an integral part of our community. I look forward to hearing from you at your earliest convenience.

Sincerely,
George Sachs
Executive Director
McLean Community Center
Be Seen and Get Benefits – 
Become a McLean Day Sponsor!

Produced by the McLean Community Center
The McLean Community Center (MCC) was built and is funded by residents of Greater McLean for their use through a real estate tax surcharge, the result of a 1970 bond referendum (Small District 1A-Dranesville). MCC also receives money from fees and charges and relies on volunteers, gifts, and donations to expand its programs. An 11-member Governing Board, elected by citizens of the district and appointed by the Fairfax County Board of Supervisors, oversees MCC’s budget and operation. The center offers a continuing program of activities for adults and children, including a wide range of classes, special events, lectures, study tours, camps, art exhibits, theatre performances and shows.

It’s the Place to Be!
McLean Day is a one-day, professionally produced outdoor festival that brings families, local businesses, and organizations together to participate in our community in an enjoyable, entertaining, and welcoming atmosphere. This event attracts an average of 10,000 participants and features large and small rides, exhibitors, food, entertainment, and MCC Governing Board elections.

Thank you for your interest in sponsorship for McLean Day. Sponsorship enhances the quality of the event and overall experience for participants. The deadline for sponsorship submittals is Wednesday, March 25, 2020. Questions? Please contact George Sachs.

Why McLean Day?

• Now celebrating over 100 years, the festival is well-established and has become a well-loved tradition with area families, businesses and nonprofits.

• McLean Day, McLean’s largest community event draws approximately 10,000 patrons throughout the day.

• Reach people of all ages and stages of life—the event is 100% family friendly.

• Sponsorship grants you a high-level of visibility on Sponsorship Row for your company, product or service.

• Show your commitment to the McLean community.
McLean Day 2020 Sponsorship Opportunities

**Presenting Sponsor - $5,000**

*One sponsorship available.* Supports McLean Day Community Stage.

- Banner signage on the Stage.
- McLean Day event Hand Fan signage as the Presenting Sponsor.
- Listed as *Presenting Sponsor* in selected event related marketing materials (deadlines apply) for newspaper ads, *MCC Summer Program Guide* and on social media event-related postings for Facebook, Twitter, Instagram and Pinterest.
- Two speaking opportunities at the Community Stage (not to exceed 3 minutes each) of a profile of your company during the stage program.
- Logo/name recognition on selected sponsorship signage.
- Verbal recognition at Community Stage.
- Sponsor Row tent (10x10) with a 3’x8’ table and chairs.
- 10 McLean Day t-shirts.
- VIP parking for 4 vehicles.

**Lead Sponsor - $2,000**

*Two sponsorships available.* Supports the McLean Day Picnic Tent #1 or Picnic Tent #2

- Banner signage in Picnic Tent.
- Listed as *Lead Sponsor* in selected event-related marketing materials (deadlines apply) for newspaper ads, *MCC Summer Program Guide* and on social media event-related postings for Facebook, Twitter, Instagram and Pinterest.
- Logo/name recognition on selected sponsorship signage.
- Verbal recognition at Community Stage.
- Sponsor Row tent (10x10) with a 3’x8’ table and chairs.
- 6 McLean Day t-shirts.
- VIP parking for 2 vehicles.

**Patron - $1,000**

*Five sponsorships available.* Supports the Climbing Wall, or Bubble Ball, or Laser Tag, or Balloon Twisters, or Juggling Act.

- Logo/name recognition on signage as the respective sponsor of the Climbing Wall, Bubble Ball, Laser Tag, Balloon Twisters or the Juggling Act.
- Listed as *Patron Sponsor* in selected event-related marketing materials (deadlines apply) for newspaper ads, *MCC Summer Program Guide* and on social media event-related postings for Facebook, Twitter, Instagram and Pinterest.
- Logo/name recognition on selected sponsorship signage.
- Verbal recognition at event stage.
- Sponsor Row tent (10x10) with a 3’x8’ table and chairs.
- 4 McLean Day t-shirts.
- VIP parking for 1 vehicle.
McLean Day 2020 Sponsorship Form

McLean Day – Celebrating Our HomeTown!
Produced by the McLean Community Center
Saturday, May 16, 2020 – 11 a.m. to 5 p.m.
Lewinsville Park, 1659 Chain Bridge Road, McLean VA 22101

Level of Sponsorship:

☐ $5,000 – Presenting Sponsor  ☐ $3,000 – Title Sponsor  ☐ $2,000 – Lead Sponsor  ☐ $1,000 – Patron

Sponsor Information:

Organization/Business: ____________________________________________________________

Name: ______________________________________________ Title: _________________________

Address: __________________________________________________________________________

City: ___________________________ State: _______ Zip: _____________________________

Phone: ___________________________ Email: __________________________________________

Payment Information:

Pay by check (make payable to McLean Community Center).

Amount: $________________________

Billing Address: _________________________________________________________________

Signature: _______________________________________________________________________

Please Return this form to:
McLean Community Center, 1234 Ingleside Avenue, McLean, VA 22101
Questions? Contact: George Sachs: george.sachs@fairfaxcounty.gov or 703-744-9342
Ashok Karra: ashok.karra@fairfaxcounty.gov or call 703-744-9356

McLean Community Center • 1234 Ingleside Avenue, McLean VA, 22101 • 703-744-9342 • www.mcleancenter.org