

Glen Allen Day 2024 Sponsor Application

Organization: _____

Contact Name: _____

Address: _____

Phone: _____ (cell/home/other)

Email: _____

SPONSORSHIP: *New* *Ongoing*

(CHECK LEVEL OF SPONSORSHIP)

CORPORATE SPONSOR \$ 900
Booth Space: Zero One Two Ad Parade

CONTRIBUTING SPONSOR \$650
Booth Space: Zero One Ad Parade

SUPPORTING SPONSOR \$400
Booth Space: Zero One Ad

FOOD VENDOR \$400

SIGNED: _____ **DATE:** _____

By signing you agree to abide by the rules listed in this booklet. Applicant shall hold harmless the Glen Allen Ruritan Club and any club member from any liability and any conditions that may arise from this agreement and event.

Mail payment (payable to Glen Allen Ruritan Club), Ad (if applicable), and signed application to:

Glen Allen Ruritan Club
P.O. Box 1064
Glen Allen, VA 23060

**If you would prefer to make payment
online by credit card, we will email you
an invoice *service fee applies**
EMAIL: _____

DEADLINE FOR ALL AD SUBMISSIONS IS AUGUST

**31, 2024. Previous sponsors please submit a new ad
for 2024**

Questions? 804-257-9605

Glen Allen Day

Over 25 Years of Bringing Glen Allen
Together

October 5, 2024

Parade – Mountain Road 9:30 a.m.

Festival – Meadow Farm/Crump Park
following parade until 3:00 p.m.

Sponsored by the
Glen Allen Ruritan Club
in association with
County of Henrico
Division of Parks and Recreation

www.glenallenruritan.com

The Glen Allen Ruritan Club

Fellowship, Goodwill and Community Service

The Glen Allen Ruritan Club is a community service organization that has supported Glen Allen since 1965 with the purpose of making it a better place to live and work. The slogan of the Ruritan is Fellowship, Goodwill and Community Service. The membership, which currently has approximately 50 members, is available to all adults interested in supporting this great community.

The Glen Allen Ruritans organize and host the "Glen Allen Day" each year, which is our biggest fundraiser. This is put on in association with Henrico Parks & Recreation and held at Meadow Farm at Crump Park on Mountain Road. This has become a family tradition that multiple generations have come to enjoy and love.

Knowing that youth are the future of Glen Allen, the Club is committed to serving the young people in our community by providing annual scholarship money to high school seniors who are good students and citizens committed to community service.

Each year the Glen Allen Ruritans provide Christmas gifts to the Henrico County foster program. Members purchase, wrap and deliver the gifts that the foster children requested to Social Services. It's during the monthly meetings that members share the needs of the community, which are discussed and reached out to serve these needs.

The Glen Allen Ruritan Club meets the 4th Monday of each month at the Glen Allen Community Center at 7:00 pm. Prior to the actual meeting, members enjoy a nice meal and a guest speaker, who is always someone who serves our community. So if you would like to have fun serving our beautiful community that we know and love as Glen Allen, please attend one of our meetings or call 804.257.9605, leave a message and we will return your call. Come visit and find out what we are all about!

A P P L I C A T I O N Glen Allen Day— October 5, 2024 Parade, Arts & Crafts, Business Fair, Advertisers, & Sponsors

Organization: _____

Contact Name: _____

Address: _____

Phone: (cell) _____ (other) _____ Email _____

Address: _____

(please mark all that apply)

Parade

	\$35
Parade Fee After July 31	\$50

Description of Unit: _____

Exhibit Space *(please select one)*

Arts/Crafts Non-Profit Business Politician

EXHIBITION SPACE FEES	Prior to August 31	After August 31
Arts & Crafters/Non Profits	\$60 each	\$75each
Business/Politicians	\$100 each	\$125 each

Description of Activity: _____

Direct Selling Planned *(circle)* yes no #Spaces *(circle)* 1 2

Program Book Advertisement *(please select ad size)*

ad deadline August 31-returning advertisers please submit a new ad for 2024

__Full Page **\$200** __Half Page **\$120** __Business Card Size **\$80**

Call for limited double page color \$650

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If you would prefer to make payment by credit card, include an email here and we will email you an invoice you can pay online, service fee applies

EMAIL: _____

GLEN ALLEN DAY 2024

See Sponsorship Application on Page 12

Corporate Sponsor - \$900

Name prominently displayed at the entrance to Meadow Farm/ Crump Park announcing Glen Allen Day 2024.

Two (2) Business Area spaces in the Fair

Early, Exclusive Friday Afternoon Booth Setup, Noon-4 p.m.

Five (5) badges identifying individuals as a Corporate Sponsor

Visible Prime Signage at Fair

Full-Page Ad in the Event Program (pages 8-9) Logo

Prominently Displayed on Back of Event Staff Shirt

Parade Entry

Contributing Sponsor - \$650

One (1) Business Area space in the Fair

Early, Exclusive Friday Afternoon Booth Setup, Noon-4 p.m.

Three (3) badges identifying individuals as a Contributing Sponsor

Visible Signage at Fair

Full-Page Ad in the Event Program (pages 8-9)

Parade Entry

Supporting Sponsor - \$400

One (1) Business Area space in the Fair

Early, Exclusive Friday Afternoon Booth Setup, Noon-4 p.m.

Two (2) badges identifying individuals as a Supporting Sponsor

Half Page ad in the Event Program

Food Vendor - \$400

- Must have certificate of insurance with Glen Allen Ruritan and Henrico County named as additional insured. Must secure Henrico County Temporary Food Vendor Permit

TAILORED PREMIUM SPONSORSHIPS – We are happy to work with you to create a custom sponsorship package. Prime booth locations, top billing in all media, announcements from both performance stages, and limited category exclusivity, etc. can be discussed. These sponsorships will be tailored to the specific needs of the sponsors with the benefits detailed in a separate Sponsorship Agreement. **Call (804) 257-9605.**

Thank you for your interest in the Glen Allen Day celebration, set for October 5, 2024. The Glen Allen Ruritan Club and the Henrico County Division of Recreation and Parks thank you for making Glen Allen Day the largest single-day outdoor festival in Henrico County.

Glen Allen Day, held at Meadow Farm/Crump Park in Glen Allen, VA includes local live music, children's games, crafts, great food, over 100 exhibitors, and fun activities for all ages. Glen Allen Day kicks off with an old-fashioned parade, complete with floats, marching bands, and a Grand Marshal. The festival opens immediately after the parade and lasts until 3:00 p.m.

This application booklet is for sponsorship, advertisements, parade participation, and festival booth registrations through the Glen Allen Ruritan Club. Detailed information is listed on the pages shown below.

Glen Allen Day History	Page 2
Arts & Crafts and Business Fair	Pages 4, 5
Parade	Page 6
Advertising GAD Program Booklet	Pages 8, 9
Sponsorship Application	Page 10, 12
Parade, Fair & Program Application	Page 11

Applicant / Participant agree to abide by the rules listed in this booklet. Applicant /Participant shall hold harmless the Glen Allen Ruritan Club and any club member from any liability and any conditions that may arise from this agreement and event.

*For more information please visit our website at www.glenallenruritan.com
You may email us at glenallenruritanclub@gmail.com*

To leave a message please call our hotline (804) 257-9605

DRIVING DIRECTIONS

Meadow Farm Museum/Crump Park is located at 3400 Mountain Road in Glen Allen, Virginia 23060. It is 12 miles north of downtown Richmond. Take I-95 Exit 84 to I-295 West. Take Woodman Road South Exit to Mountain Road. Turn right. Follow the signs on Mountain Road. Park will be on the right.

**GLEN ALLEN DAY
ARTS & CRAFTS AND BUSINESS FAIR
Following Parade, 10:30 a.m. to 3:00 p.m.**

Reach Approximately 10,000 Attendees

Eligibility – Artists and craftspersons who wish to exhibit and sell their original works may enter. All work must be handcrafted by the exhibitor from raw materials and of original design. Those who wish to participate must complete the application (*page 11*), submit entry fee and include 3 photographs depicting their work (digital photos can be emailed to glenallenruritanclub@gmail.com). Exhibitors will be selected on the basis of show composition, variety of media, date of receipt of application and entry fee, and at the Glen Allen Ruritan Club’s discretion. The Glen Allen Ruritan Club reserves the right to reject any exhibitor’s work.

Booth Space – 10’ x 10’ booth spaces are available (limit two per entry). Exhibitors will be notified of booth space locations prior to or on the day of the show. Exhibitors are responsible for providing their own tables, chairs, tents, etc. and their own space setup and break down. The Glen Allen Ruritan Club reserves the right to assign locations at their discretion. This is an outdoor program; please bring appropriate cover in the event of **rain or wind**. No electricity will be provided. No flammables allowed. Restroom facilities are available and food will be available for purchase.

Entry Fee and Deadline – The appropriate fee per each 10’ x 10’ exhibitor booth space is required with each entry application (*page 11*). Show entry is limited. Popular categories fill up fast, so enter early to assure a booth space in the Fair. All applications, fees, and pictures must be received by **August 31st**. Applicants meeting this deadline will be notified of their acceptance by September 15th. Applications received after September 15th will be considered only as space is available. No entry fee refunds will be given.

Virginia State Sales Tax – Virginia Sales tax may apply to all sales made during the show. Individual exhibitors are responsible for reporting their taxes in accordance with State law.

The diagram illustrates three levels of advertising space within a rectangular frame. At the top is a large white rectangle labeled "Full Page". Below it is a smaller, shaded gray rectangle labeled "Half Page". At the bottom is the smallest shaded gray rectangle labeled "Business Card".

Advertising in the Glen Allen Day 2024 Event Program Booklet

A sixty-page printed Glen Allen Day Program booklet containing advertisements, coupons and community announcements is produced and distributed free to all attendees at Glen Allen Day.

An ad in the Event Program is one of the most affordable ways to advertise and reach customers. Glen Allen Day draws approximately 10,000 attendees and is the largest single-day outdoor festival in Henrico County.

We encourage advertisers to include coupons in your ad to help drive customers and clients to your business or organization.

Rates:

* Limited Double Page Full Color - \$650 – must call for option

Full Page - \$200 Half

Page - \$120

Business Card - \$80

Ad Specifications

Camera Ready Art or Electronic Format
Black and White halftone or line drawing
300 dpi minimum resolution

Ad Dimensions

Full Page - H 7.5in, W 4.5in

Half Page - H 3.75in, W 4.5in

Business Card - H 2.5in, W 4.5 in

Ads must be paid in full by August 31st to guarantee placement. **Please see Page 11 to purchase an advertisement. DEADLINE FOR ALL AD SUBMISSIONS IS AUGUST 31ST.**

Previous advertisers are asked to please submit a new ad for use in this year's book.

For More Information

804-257-9605

GlenAllenRuritan.com

GLEN ALLEN DAY ARTS & CRAFTS AND BUSINESS FAIR (continued)

Fair Check-In and Setup – Exhibitors may begin setting up their booths as early as 7 a.m. and must be completed by 9 a.m. Because the parade creates inside-the-park congestion, exhibitors are strongly encouraged to setup as early as possible. Exhibitors may drive into the fair area near the Meadow Farm Museum only during the setup time and will **be required to remove all vehicles from the fair area immediately following unloading.** Vehicle removal from the fair area before 9 a.m. will be enforced.

Liability – The Glen Allen Ruritan Club is not liable for any loss or damage to the participant and/or participant's property. All exhibitor booths must be attended by the participant or proxy at all times throughout the festival hours.

Business & Non Profits Exhibition Space – General Terms

- ❑ One space, approximately 10' x 10' in the business area
- ❑ Tables, chairs, tents, etc. will NOT be furnished; bring your own.
- ❑ No electricity provided. No flammables allowed.
- ❑ Direct selling allowed only with prior approval. Request on application.
- ❑ **No food or drink may be sold or given away by anyone without written permission from the Glen Allen Ruritan Club and a Henrico County Health Department Permit if applicable.**
- ❑ The Glen Allen Ruritan Club reserves the right to refuse participation by anyone or any group.
- ❑ Ruritans take no stand to endorse any causes, either social or political. We endorse no political candidates. Exhibitors may distribute business cards, printed materials, or imprinted items. Literature may be distributed but **only from an exhibit booth as a fair exhibitor.** This distribution shall be in no way considered an endorsement.
- ❑ The Glen Allen Ruritan Club accepts no liability for the actions of any business or individual participating in this event. Failure to follow policies established will result in participants being asked to leave the premises.

Inclement Weather – This is a rain or shine event! No refunds will be made in the event of cancellation.

GLEN ALLEN DAY PARADE
9:00 a.m. Assembly 9:30 a.m. Step Off

The purpose of the Glen Allen Day Parade is to provide a grand opening for a day of community celebration. Parade highlights include floats, fire engines, high school marching bands, clubs, scouts, and a Grand Marshal. Our parade celebrates our love for Glen Allen and is not to be used to promote social or political causes. The Glen Allen Ruritan Club reserves the right to reject any parade entry.

Parade Route – Mountain Road beginning at John Cussons Drive to inside Meadow Farm/Crump Park.

Application Deadline / Entry Fees – Parade entrants must complete application, provide entry fee (*page 11*) and be approved to gain parade entry. Parade entrants are strongly encouraged to complete the application process by **August 31**. *The Glen Allen Ruritans will review completed applications accompanied by the corresponding entry fee as late as 8:30 a.m. the day of the parade. However, we cannot guarantee approval. We strongly discourage waiting until the day of the parade to apply.*

Your parade unit must be in the staging area along John Cussons Drive by 9 a.m. Saturday, October 5, 2024.

There is **NO PARKING** in the staging area. For parade participants, carpooling is strongly encouraged. There is no shuttle service to the destination of Meadow Farm/Crump Park. All participants must be picked up from inside Meadow Farm/Crump Park.

Nothing may be thrown or handed out by units in the parade.

For everyone to enter the park quickly, there will be no exits open from Meadow Farm until approximately 30 minutes after the parade ends. It is your responsibility to notify members of your group they cannot exit the park until Henrico Police reopen the exits.

The Glen Allen Ruritan Club accepts no liability for actions of any parade participants. Riders on any parade vehicle must remain seated when the unit is in motion. It is the responsibility of onsite leadership to properly chaperone all participants involved. Final decisions on the safety and appropriateness of a unit will be made by Parade Marshals and/or officials of the Henrico Police Department.

**Continued Thanks to our 2023
Glen Allen Day Corporate Sponsors**

Arthur's Electric Service Inc.
Peebles Golf Carts
Appliances on Lakeside
MassageLuXe
ProVision Eye Care
NuSpine
BNW Builders
Henrico Credit Union
Davidson Roofing Company
Bruster's Ice Cream
West End Heating and Air
Holiday Barn Pet Resorts
Southside Fuel
Climate Solutions
The UPS Store at Crossridge
Nelson-Woody Funeral Home
Windows of Richmond

**We welcome and appreciate
your continued support for
Glen Allen Day 2024.**