This popular outdoor festival is coordinated by the Columbia Parks and Recreation Department and attracts an estimated 10,000 to 15,000 participants of all ages. The festival is held the 3rd weekend in September. The dates for the 2013 event will be the 21st and 22nd.

Listen, learn and see history as it comes alive at the Heritage Festival in historic Nifong Park. Listen to American Indian drumming. Learn about the mid 19th Century as you pan for gold or hear the stories of the mountain man. See artisans and tradesmen, dressed in 19th century attire, demonstrate their trades and sell their wares. Visit a Lewis and Clark replica camp site. See cowboys with their chuck wagons and American Indian dancing and tepees.

Listen to a wide range of traditional and roots music and entertainment on two stages - to include music, dancing and storytelling. Pick up some early holiday gifts in the large contemporary craft area. Saturday evening ghost stories will give you a thrill from 8 – 9:30 pm. Children will enjoy numerous activities in the Fun for Young’uns Area and hayrides are fun for the entire family. Tour the Historic Maplewood Home, the historic village and the Walter’s Boone County Historical Museum. Great food and a beautiful park setting make the Heritage Festival a family tradition.

To make this event a success, we need community partners to help fund the 36th annual Heritage Festival and Craft show.
Signage:
- Company banner prominently displayed on-site during event
- Signs throughout event location listing company as a sponsor

Additional Sponsorship Benefits:
- Booth space or product promotion at event
- Opportunity to distribute company’s promotional materials at event
- Company name included on web promotion to include:
  - City website
  - Facebook pages
- Media release recognizes sponsor
- Opportunity to emcee stage
- Stage announcements and opportunity for personal recognition of company representative

Printed Promotions:
- Leisure Times (Parks and Recreation Activity Guide)
  - 50,000 printed per season distributed thru direct mail and outlets
- City Source Newsletter
  - Included with City of Columbia utility bill, 45,000 people
- City Insider
  - Sent to every City of Columbia employee, 1,400 people
- School flyers
  - 9,000 distributed among local schools to every elementary student
- Facebook and Twitter posts
  - Over 2,000 friends
- Department Newsletter
  - All parks and recreation workers, over 80 employees
- Department monthly E-newsletter
  - Over 10,000 families
- Sponsor recognition on promotional flyers distributed at many community events prior to the Heritage Festival.

Media: Reciprocal media promotion from media partners:
- Columbia City Channel promotions
  - Promotion runs every hour for two weeks per event
- Cumulus radio sponsor – KPLA & KFRU

Events and programs draw families, children, youth and older adults, to create audiences who are receptive to your message and community involvement.
Thank you for sponsoring the Heritage Festival and Craft Show! Please fill out the following application for sponsorship.

Business/Organization Name: ________________________________________________________________

Primary Contact: ___________________________ Position/Title: ___________________________

Address: ______________________________________________________________________________

City, State, ZIP: ___________________________ Phone: ______________________________

E-mail: ___________________________ Website: __________________________________________________________________________

Enclosed find our check in the amount of $______________ for the Heritage Festival sponsorship.

Please make checks payable to: Columbia Parks and Recreation

Thank you for sponsoring the Heritage Festival!

If you have any further questions about Heritage Festival and Craft Show sponsorship opportunities, please contact:

Columbia Parks and Recreation
Attn: Karen Chandler, Superintendent
1 South 7th Street
Columbia, MO 65201
Phone: 573-874-6397
Fax: 573-874-5232
E-mail: klr@GoColumbiaMo.com

Major Sponsor Fee: $2,000

Note: Benefit availability depends on time of year partnership is finalized.