



Ladonia Volunteer Fire Department  
Chief David Parker  
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## 2<sup>nd</sup> Annual Ladonia Spring Festival

### Sponsor Information & Promotion Opportunities

Presented by the Ladonia Volunteer Fire Department

Event Date: March 28th, 2026 | Time: 9:00 AM – 3:00 PM

Location: 24 Woodland Dr Phenix City, Alabama 36867 | The Ladonia Pavilion

Website: <https://ladoniafire.com/spring-festival>

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#### Thank you for your commitment to supporting our Community

The Ladonia Volunteer Fire Department is proud to host the 2nd Annual Ladonia Spring Festival, a free community event bringing together local vendors, families, and organizations for a full day of springtime fun.

Sponsors help make this event possible while also supporting the LVFD's ongoing mission to serve our community through emergency response and public safety efforts. We greatly appreciate your interest and partnership.

This document outlines the sponsor visibility and promotional opportunities available before and during the festival.

### Sponsor Visibility & Promotional Benefits

#### 1) LED Sign Promotion (High-Visibility Roadside Exposure)

Sponsors will receive promotional exposure through our LED sign located in front of the Ladonia Volunteer Fire Department. This sign is positioned to reach daily traffic and help build consistent awareness leading up to the event.

LED promotion may include:

- “Ladonia Spring Festival – March 28th | 9AM–3PM”
- “Thank You to Our Sponsors!”
- Sponsor name rotations (availability based on schedule and message length)

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Note: LED messages rotate on a schedule and are subject to space/time limitations. We will make every effort to include sponsors fairly and professionally. This sign will be seen by more than 12,000 commuters daily, as last estimated by ALDOT traffic statistics on Tuesday, January 18<sup>th</sup>, 2023.

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### 2) Social Media Promotion (Organic + Auction Recognition)

Sponsors will receive recognition across our official social media channels leading up to the festival. This includes posts designed to reach local families, increase attendance, and highlight businesses that support the community.

Sponsor Recognition May Include:

- Sponsor thank-you posts (with business tags when available)
- Sponsor spotlight features (when time allows)
- Sharing sponsor-provided graphics, logos, or announcements (as appropriate)

#### Auction-Related Promotion (If Applicable)

If a sponsor provides an auctionable item for our silent auction, raffle, or baskets, we can feature it with:

- Dedicated posts highlighting the sponsor and donated item/service
- “Auction preview” and reminder posts closer to the event
- Tagging your business page and encouraging community engagement

Auction-related recognition is an excellent way to generate attention for your business while supporting a great cause.

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### 3) Paid General Promotion (Boosted Advertising to Increase Attendance)

To maximize event turnout, the Ladonia Volunteer Fire Department may run paid promotional campaigns before the festival.

These promotions are designed to:

- Reach community members beyond our existing followers
- Increase overall festival attendance and vendor traffic
- Drive stronger community participation

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While these ads promote the event as a whole, they create direct value for sponsors by increasing the size of the audience attending and engaging. They will be available in Google Searches and Social Media advertisement spaces.

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### 4) Banners & Flyer Placements Prior to the Event

Sponsors benefit from traditional, community-facing promotion leading up to the festival.

Promotional placements may include:

- Event banners displayed in visible locations along US HWY 80
- Flyers posted at participating businesses and community areas
- Local outreach efforts to promote festival attendance

This creates visibility for the event and reinforces sponsor presence through consistent community messaging.

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## On-Site Sponsor Benefits (Day of Event)

### 5) Space for Sponsor Information & Advertising at the Festival

Sponsors will have the opportunity to display business information at the event, including:

- Company brochures or service flyers
- Business cards
- Promotional coupons or offers
- QR codes linking to websites or social media
- Sponsor signage (as space allows)

This provides direct engagement opportunities with attendees and offers a way for sponsors to be seen and remembered beyond festival day.

Optional: Sponsors may also choose to set up a small informational table/booth if arranged in advance (subject to space and availability). We will provide a table and tent if necessary.

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# What We Need From You (To Promote You Correctly)

To ensure your business is displayed professionally and accurately, we request:

- Business/organization name (exact listing preference)
  - Point of contact name + phone/email
  - Logo file (PNG or JPG preferred)
  - Website or social media links
  - Preferred Advertising Methods
  - Optional: a short business description (1–2 sentences)
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## Sponsorship Donations Accepted

We welcome support in multiple forms, including:

- Monetary Donations
- Service Donations (printing, equipment, event support, etc.)
- Auctionable Items (silent auction, raffle baskets, giveaways)

All donations directly support this community event and the Ladonia Volunteer Fire Department.

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## Contact Information

If you have questions or would like to confirm sponsorship details, please contact:

Event Coordinator Maia Lundgren

Email: [maia.kai@ladoniafire.com](mailto:maia.kai@ladoniafire.com)

Phone: 334-592-6480

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## Thank You for Your Support

Your sponsorship helps make this event possible and strengthens the community we proudly serve. We appreciate your support of the Ladonia Volunteer Fire Department and the families of Phenix City and the surrounding area.