

48TH ANNUAL VIRGINIA LAKE FESTIVAL

FRIDAY & SATURDAY

JULY 18TH - 19TH, 2025

CLARKSVILLE, VA

2025 SPONSORSHIP OPPORTUNITIES



Clarksville Lake Country
CHAMBER OF COMMERCE

Clarksvilleva.com

Director@KerrLake.com

The Virginia Lake Festival is one of the largest festivals in the southeast, attended by more than 50,000 locals and visitors. The festival is packed with food trucks, arts and crafts vendors, live entertainment, music, dancing, hot air balloons and more fun for the entire family. The third full weekend of each July brings a tourism & economic boost to Virginia's Only Lakeside Town—Clarksville, VA!

The festival culminates with the “Gathering of the Boats’ and fireworks show that always wows a huge crowd. It’s the perfect time to promote your business to the masses and demonstrate your commitment to our community and the region. The festival is not possible without generous sponsors who allow us to continue this tradition in the lakefront community of Clarksville, Va.

Welcome to LakeFest 2025!

LakeFest entry is FREE

Plenty of parking

Handicapped accessible shuttle van service available

Shuttle van for all from nearby parking areas

Train transports people, including strollers and packages

Rescue, fire, and police departments ensure a safe and fun time for all



HIGHLIGHTS

FRIDAY - SATURDAY

LakeFest is an incredible weekend of food, beverages, arts & crafts vendors, live entertainment, adventures and fun! More than 50,000 people will gather for the festivities and it's the perfect event for families and children, individuals, friends, and colleagues.

FRIDAY

- Sand sculpture artists begin creating a larger-than-life sculpture
- The main stage and children's entertainment are gearing up for the event
- Sponsors are recognized and introduced during welcoming ceremonies in the evening
- Live entertainment lights up the stage with lively entertainment and fun until 10pm

SATURDAY

- 14 hot-air balloons fill the skies beginning at daybreak
- Juried Arts & Crafts vendors display their creations along Virginia Avenue
- More than 200 vendors, children's games & rides, antique car show, helicopter rides, food trucks, and live entertainment rock the festival all day long
- A magnificent hot-air balloon display fills the sky again at sunset
- At 9:30pm, boats gather on Buggs Island Lake/John H. Kerr Reservoir and people gather along the shoreline to see the spectacular fireworks show!



LAKEFEST LOGO DESIGN CONTEST

THE PUBLIC IS INVITED TO CREATE A DESIGN EACH YEAR. A PANEL OF JUDGES CHOOSES A WINNING DESIGN. WINNER RECEIVES \$250 AND THEIR DESIGN IS USED ON ALL T-SHIRTS & PROMOTIONAL MATERIALS AND MAY INCLUDE YOUR LOGO (DEPENDING ON SPONSOR LEVEL).





SPONSOR BENEFITS

- 50,000 attendees see your advertising!
- FREE entry for all
- Recognition of your business during Opening Ceremonies
- Your business is promoted in the months and weeks leading up to the event
- Banners and signs promote your business throughout the event
- Signage at Main Stage
- Front page recognition on festival programs
- Your business name and logo featured on our website
- Newspaper advertising promotes the event and sponsors
- Opportunity to have your business name/logo printed on festival apparel and products
- Local and regional business exposure
- Recognition as a valued supporter and member of the community
- Complimentary booth space

Become an Official Sponsor!

**This free event has been named "One of the Top 20 Events" by the Southeast Tourism Society for many years.
See the sponsorship levels on the next page.**

CONTACT

Melissa Nelson, Executive Director
Clarksville Lake Country Chamber of Commerce
PO Box 1017
105 Second Street
Clarksville, VA 23927

(434) 374-2436
clarksvilleva.com
director@kerrlake.com



Clarksville Lake Country
CHAMBER OF COMMERCE

SPONSORSHIP levels

Admiral \$8,000

- Recognition during Opening Ceremonies
- Name Featured on LakeFest Billboard (for 1 year)
- Name & Logo on LakeFest T-shirts
- Weekend Overnight Deluxe Suite Lakefront accommodations for 2 individuals
- Huge Banner Displayed on Side of Main Stage
- Name & Logo on Front Cover of Brochure
- Name & Logo on LakeFest Website w/link to your website
- Multiple Media Pictures Prior/During Festival
- Complimentary (10' x 20') Display Space of your choice
- Invitation to all Ballooning Activities and rides for up to 2 individuals
- Name & Logo in All Media Advertising



Commander \$1,500

- Large Sign Displayed On Side of Main Stage
- 1 Media Picture before Festival
- Name & Logo in Brochure
- Name & Logo on LakeFest Website w/Link to Your Website
- Complimentary (10' x 10') Display Space
- Social media promotion

Officer \$ 1,000

- Medium Sign Displayed On Side of Main Stage
- 1 Media Picture Before Festival
- Name & Logo in Brochure
- Name & Logo on Lakefest Website w/link to Your Website
- Social media promotion



Captain \$4,000

- Recognition during Opening Ceremonies
- Name Featured on Lakefest Billboard (for 1 year)
- Name & Logo on LakeFest T-shirts
- Weekend Overnight Deluxe Suite Lakefront Accommodations for 2 **OR** Hot-air Balloon Ride for two and Invitation to All Ballooning Activities
- Huge Banner Displayed on Side of Main Stage
- Name & Logo on Front Cover of Brochure
- Name & Logo on Lakefest Website w/link to your website
- Multiple Media Pictures Prior/During Festival
- Complimentary (10' x 10') Display Space of your choice
- Name & Logo in All Media Advertising

1st Mate \$500

- Small Sign Displayed on Side of Main Stage
- Name & Logo in Brochure
- Name in Any Free Coverage
- Name & Logo on LakeFest Website w/Link to Your Website
- Social media promotion

Helmsman \$250

- Business Name Listed on Website & Programs
- Social media promotion

**2025 ANNUAL VIRGINIA LAKE FESTIVAL (LAKEFEST)
SPONSORSHIP PLEDGE FORM
Event Date: JULY 18TH – 19TH, 2025 (NO RAIN DATE)**

Please choose a level:

- ADMIRAL - \$8,000
- CAPTAIN - \$4,000
- COMMANDER - \$1,500
- OFFICER - \$1,000
- 1ST MATE - \$500
- HELMSMAN - \$250
- DECK HAND - \$100



I would like for the sponsorship to help with the following event(s):

- No preference
- Hot Air Balloons
- Music/Entertainment
- Antique Auto Show
- Children's Entertainment
- Fireworks

CONTACT PERSON NAME: _____

EMAIL ADDRESS: _____

COMPANY NAME: _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE _____

WEBSITE: _____

WOULD YOU LIKE BOOTH SPACE? YES PLEASE! NO THANK YOU

By signing below, I understand my pledge must be paid in full no later than July 1, 2025. I also understand that advertising and promotion begins in April and I must pay the pledge early to be included in early promotional opportunities.

SPONSOR: _____ Date _____

For more information or questions, contact Melissa Nelson, Executive Director and LakeFest Committee Chair at 434.374.2436 or at director@kerrlake.com.

Mail or email (director@kerrlake.com) form by May 25, 2025 to:
Clarksville Lake Country Chamber of Commerce
P. O. Box 1017
Clarksville, VA 23927

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