

# 49TH ANNUAL VIRGINIA LAKE FESTIVAL

FRIDAY & SATURDAY

JULY 17TH - 18TH, 2026

CLARKSVILLE, VA

# 2026 SPONSORSHIP OPPORTUNITIES



Clarksville Lake Country  
CHAMBER OF COMMERCE

[Clarksvilleva.com](http://Clarksvilleva.com)

[Director@ClarksvilleVA.com](mailto:Director@ClarksvilleVA.com)

The Virginia Lake Festival is one of the largest festivals in the southeast, attended by more than 35,000 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 2026!*



**LakeFest entry is FREE**

**Plenty of parking**

**Handicapped accessible shuttle van service available**

**Shuttle van for all from nearby parking areas**

**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 35,000 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

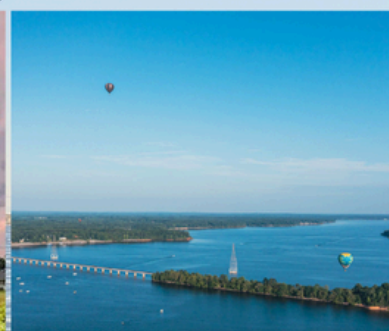
## SATURDAY

- Hot-air balloons fill the skies beginning at daybreak
- Juried Arts & Crafts vendors display their creations along Virginia Avenue
- XTreme XPOGO Entertainment
- Professional Magician Shows
- Live musical entertainment
- More than 200 vendors, children's games & rides, antique car show, 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!



## EXPERIENCE LAKE FEST 2026!

**THIS WILL BE THE BIGGEST AND BEST EVER!**



**NEW  
THIS YEAR!  
EXCLUSIVE  
SPONSORSHIPS!**

# **SPONSOR BENEFITS**

- Your advertising presented to 35,000+ *attendees* PLUS ongoing social media promotion!
- FREE entry for all
- Recognition of your business during Opening Ceremonies
- Your business is promoted in the 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

Director

Clarksville Lake Country Chamber of Commerce

105 2<sup>nd</sup> Street

Clarksville, VA 23927

(434) 374-2436

[clarksvilleva.com](http://clarksvilleva.com)

[director@clarksvilleva.com](mailto:director@clarksvilleva.com)



**Clarksville Lake Country**  
CHAMBER OF COMMERCE

# EXCLUSIVE SPONSORSHIPS

*Only 1 sponsor per event unless otherwise noted*

## **Extreme XPogo \$4,000**

- Sponsor recognition during Opening Ceremonies
- Name & Logo on bag stuffer advertisement
- Sponsor sign prominently displayed at XPogo shows
- Name & Logo on LakeFest Website w/Link to Your Website
- 4+ acknowledgements on social media
- Space for marketing/merchandise display at tournament location

## **Amazing Kids \$4,000**

- Sponsor recognition during Opening Ceremonies
- Name & Logo on bag stuffer advertisement
- Sponsor sign prominently displayed at Pocket Park
- Name & Logo on LakeFest Website w/Link to Your Website
- 4+ acknowledgements on social media
- Space for marketing/merchandise display in Pocket Park
- 25 free tickets for kids activities

## **Blazing Fireworks \$3,500 (Limited to 6 sponsors)**

- Sponsor recognition during Opening Ceremonies
- Name & Logo on bag stuffer advertisement
- Sponsor sign prominently displayed at Pocket Park
- Name & Logo on LakeFest Website w/Link to Your Website
- 4+ acknowledgements on social media

## **Cornhole Tournament \$3,500**

- Sponsor recognition during Opening Ceremonies
  - Name & Logo on bag stuffer advertisement
  - Sponsor sign prominently displayed at Cornhole set-up
  - Name & Logo on LakeFest Website w/Link to Your Website
  - 4+ acknowledgements on social media
  - 4 Cornhole Participant Tickets
  - Space for marketing/merchandise display at tournament location
- (Cornhole Board Set Only Sponsor with your logo is \$250.)**

## **Music & Entertainment \$2,500**

- Sponsor recognition during Opening Ceremonies
- Name & Logo on bag stuffer advertisement
- Sponsor sign prominently displayed at LakeLife Live Stage
- Name & Logo on LakeFest Website w/Link to Your Website
- 4+ acknowledgements on social media

# FRIENDS OF LAKEFEST SPONSORSHIP



## **Admiral Title Sponsor \$8,000**

- Sponsor recognition during Opening Ceremonies
- Company name on billboard for 12 months
- Name & Logo on LakeFest T-shirts
- Banner Displayed on Side of Main Stage
- Name & Logo on LakeFest Website w/link to your website
- Complimentary (10' x 20') Display Space for marketing and/or merchandise
- Name & Logo in All Media Advertising
- 10+ acknowledgements on social media

## **Captain \$4,000**

- Recognition during Opening Ceremonies
- Name & Logo on LakeFest T-shirts (must commit by June 1)
- Name & Logo on Lakefest Website w/link to your website
- Complimentary (10' x 10') Display Space for marketing and/or merchandise
- Name & Logo in All Media Advertising
- 6+ acknowledgements on social media

## **Commander \$2,000**

- Name & Logo on bag stuffer advertisement
- Name & Logo on LakeFest Website w/Link to Your Website
- 4+ acknowledgements on social media

## **Officer \$1,000**

- Name & Logo on bag stuffer advertisement
- Name & Logo on Lake Festival Website w/link to Your Website
- 4+ social media promotion

## **1st Mate \$500**

- Name & Logo on bag stuffer advertisement
- Name included on LakeFest Website
- Social media promotion

## **Helmsman \$250**

- Name & logo on bag stuffer advertisement
- Social media promotion

**CONTACT US FOR CUSTOM SPONSORSHIP OPPORTUNITIES**

**2026 ANNUAL VIRGINIA LAKE FESTIVAL (LAKEFEST)  
SPONSORSHIP PLEDGE FORM  
Event Date: JULY 17TH – 18TH, 2026 (NO RAIN DATE)**

**EXCLUSIVE SPONSORSHIPS\***

- Extreme Pogo - \$4,000
- Amazing Kids - \$4,000
- Blazing Fireworks - \$3,500 (6 Available)
- Cornhole Tournament - \$3,500
- Cornhole Board Set Sponsor Only \$250
- Music & Entertainment - \$2,500

*\*Only 1 sponsor per event unless otherwise noted*

**FRIENDS OF LAKEFEST**

- ADMIRAL - \$8,000
- CAPTAIN - \$4,000
- COMMANDER - \$2,000
- OFFICER - \$1,000
- 1ST MATE - \$500
- HELMSMAN - \$250



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, 2026. I also understand that advertising my business does not begin until my fee is paid in full.

SPONSOR: \_\_\_\_\_ Date \_\_\_\_\_

For more information or questions, contact Director at 434.374.2436 or email [director@clarksvilleva.com](mailto:director@clarksvilleva.com).

Mail or email form ([director@clarksvilleva.com](mailto:director@clarksvilleva.com)) by June 1, 2026 to:

Director  
Clarksville Lake Country Chamber of Commerce  
P. O. Box 1017  
Clarksville, VA 23927

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**Clarksville Lake Country  
CHAMBER OF COMMERCE**