



WATER MELON FESTIVAL

A Slice of the Good Life

SPONSORSHIP OPPORTUNITIES 2025



Monticello-Jefferson County
CHAMBER OF COMMERCE

MONTICELLOWATERMELONFESTIVAL.COM



ABOUT THE MONTICELLO WATERMELON FESTIVAL

On behalf of the Monticello-Jefferson County Chamber of Commerce, Board of Directors, and Watermelon Festival Committee, we invite you to be a part of the **74th Annual Monticello Watermelon Festival!**

Since **1949**, this beloved summertime tradition has brought together locals, visitors, and festival-goers from all over to celebrate the charm of small-town life—*with a juicy slice of watermelon in hand!*

From parades and pageants to bed races and BBQ, the festival offers family-friendly fun, live entertainment, delicious food, and plenty of Southern hospitality. Whether you love the thrill of competition or prefer to kick back and enjoy street dancing and sweet, ice-cold watermelon, there's something for everyone!

★ **This year's theme is "In My Watermelon Era," celebrating decades of watermelon magic!** We'd love for you to be part of this iconic tradition by becoming a festival sponsor. Your support helps keep this event thriving while providing amazing visibility for your business or organization.

🍉 **Join us in making this year's festival the best one yet!**

EXECUTIVE SUMMARY

DATES

June 13-14, 2025

LOCATION

Historic Downtown Monticello, Florida

ATTENDANCE

Estimated 6,000-8,000 at combined events

PRODUCED BY

Monticello-Jefferson County
Chamber of Commerce

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NUMBERS

WEBSITE

19,874

site sessions

13,408

unique visitors

\$49,165

revenue generated

SOCIAL MEDIA

96.5K

total reach

37.7K

Facebook and
Instagram engagement

SOUVENIR BOOKLET

5K

copies distributed

MEDIA IMPRESSIONS

6.6K

regional email blast

395K

Fun4Tally Kids website





PREMIER SPONSORSHIP | \$10,000

The Premier Sponsorship of the Monticello Watermelon Festival is the ultimate opportunity for a company looking to make a high-impact regional presence. This exclusive sponsorship level offers prime marketing exposure across North Florida and South Georgia, including Monticello, Tallahassee, Thomasville, Madison, and beyond.

With a customizable marketing package, your brand will be prominently showcased through multiple high-visibility channels, ensuring maximum reach and engagement.

★ Premier Sponsorship Benefits:

Exclusive Brand Visibility – Business name & logo featured on festival marketing materials

Digital Presence – Logo linked on the festival & chamber websites

Media Exposure – Recognition in news coverage, TV/digital ads, and radio promotions

Event Recognition – Corporate banner placement at festival events

Parade Spotlight – A complimentary float entry in the festival parade

Souvenir Booklet Feature – Full-page, color ad in the official festival souvenir booklet

Prime Vendor Space – Two premium booth spaces at the festival

On-Stage Presence – Recognition & speaking opportunity at festival events

Social Media Promotion – Targeted social media marketing for enhanced exposure

VIP Experience – A reserved table at the exclusive Festival Kick-Off Event



FESTIVAL SPONSORSHIP | \$5,000

Join us as a Festival Sponsor and gain high-impact regional exposure at the 74th Annual Monticello Watermelon Festival! This sponsorship level is perfect for businesses looking to connect with thousands of attendees across Monticello, Tallahassee, Thomasville, Madison, and surrounding communities in North Florida and South Georgia.

As a Festival Sponsor, your brand will be front and center throughout the event, offering valuable marketing opportunities that provide both visibility and community engagement.

★ Festival Sponsorship Benefits:

Brand Visibility – Business name & logo featured on festival marketing materials

Digital Presence – Logo linked on the festival & chamber websites

Media Exposure – Recognition in news coverage, TV/digital ads, and radio promotions

Event Recognition – Corporate banner placement at festival events

Parade Spotlight – A complimentary float entry in the festival parade

Souvenir Booklet Feature – Half-page, color ad in the official festival souvenir booklet

Vendor Space – One premium booth spaces at the festival

Social Media Promotion – Featured in festival social media marketing

VIP Experience – Reserved seating at the exclusive Festival Kick-Off Event



PAGEANT SPONSORSHIPS

Support a beloved tradition and gain valuable regional exposure by sponsoring the Monticello Watermelon Festival Pageants! With two exciting competitions—the Little Girls Pageant and the Watermelon Queen Pageant—this sponsorship provides a unique opportunity to showcase your business to families, community leaders, and festival attendees across North Florida and South Georgia. We are now offering multiple sponsorship levels, allowing businesses of all sizes to play a role in supporting these prestigious events.

Crown Sponsor | \$2,000 *(Exclusive for Each Pageant)*

- Presenting Sponsor of either the Little Girls Pageant or Watermelon Queen Pageant
- Business Name & Logo on all pageant marketing materials
- Recognition in TV, radio, and digital promotions
- Half-Page, Color Ad in the official Festival Souvenir Booklet
- Banner Placement at the pageant event
- On-Stage Recognition & Speaking Opportunity at the pageant
- Featured on Festival Website & Social Media
- VIP Seating at the pageant

Tiara Sponsor | \$1,500

- Business Name & Logo featured on select pageant materials
- Half-Page, Color Ad in the Festival Souvenir Booklet
- Recognition at the Pageant
- Social Media Mentions & Festival Website Link
- Business Banner Displayed at the pageant venue

Sparkle Sponsor | \$750

- Quarter-Page, Color Ad in the Festival Souvenir Booklet
- Recognition at the Pageant
- Social Media Mentions & Festival Website Link

Princess Sponsor | \$500

- Eighth-Page, Color Ad in the Festival Souvenir Booklet
- Recognition at the Pageant
- Social Media Mentions & Festival Website Link



PICKLEBALL TOURNAMENT SPONSORSHIPS

Join the third-annual Monticello Watermelon Festival Pickleball Tournament and serve up some serious brand exposure! This festival event attracts pickleball enthusiasts, local athletes, and festival-goers for a fun and competitive event. Sponsoring the Watermelon Pickleball Tournament is a fantastic way to connect with the community, promote your business, and support a growing sport! With multiple sponsorship levels available, businesses can choose the perfect fit to showcase their brand.

Tournament Sponsor | \$1,000 (Exclusive)

- Presenting Sponsor
- Logo on Official Tournament T-Shirts
- Logo on Medals & Awards
- Corporate Banner Displayed at event (provided by sponsor)
- Team Entry into the tournament
- Full-Page, Color Ad in the official Festival Souvenir Booklet
- Speaking Opportunity at event
- Featured on Festival Website & Social Media

Drinks Station Sponsor | \$500 (2 Available)

- Logo on Drink Station Signage at tournament
- Recognition in Festival Souvenir Booklet (Half-Page, Color Ad)
- Featured on Festival Website & Social Media

Snack Sponsor | \$500 (2 Available)

- Logo on Snack Station Signage at tournament
- Half-Page, Color Ad Festival Souvenir Booklet
- Featured on Festival Website & Social Media

Swag Sponsor | \$250 (2 Available)

- Logo on Tournament Swag Bags given to participants
- Half-Page, Color Ad Festival Souvenir Booklet
- Featured on Festival Website & Social Media

Court Sponsor | \$250 (Multiple Available)

- Logo on Court Signage displayed during matches
- Eighth-Page, Color Ad Festival Souvenir Booklet
- Featured on Festival Website & Social Media



FESTIVAL EVENT SPONSORSHIPS

Get your business in front of thousands of festival-goers and make a lasting impact across North Florida and South Georgia! Our Event Sponsorships offer high-visibility branding at some of the festival's most exciting activities. Whether you're looking to support community fun, showcase your brand, or engage with local audiences, this is a prime opportunity to align your business with a cherished regional tradition.

★ Available Event Sponsorships:

Kick Off Block Party | \$1000 (2 Available)

Kick Off Block Party Music Sponsor | \$500 (2 Available)

Bed Race | \$1000 (2 Available) *Includes Bed Race Entry!*

Baby Photo Contest | \$1000

Pet Photo Contest | \$1000

Melon Jam in the Watermelon Oasis | \$1000 (2 Available) *Formerly Street Dance!*

Beer Garden | \$1000 (2 Available) *Includes Business Logo on Cups!*

Watermelon Oasis | \$1000 (2 Available)

Kids Ride-On Parade | \$1000

Kids Play Zone Sponsorship | \$1000 (3 Available) *New!*

Watermelon Parade Sponsorship | \$1000 (3 Available) *Includes Parade Float Entry!*

★ Sponsorship Benefits:

- Business Logo Featured on Festival Website & Attached to Sponsored Event Icon
- Corporate Sign/Banner Recognition at Sponsored Event (Provided by Sponsor)
- Full-Page, Color Ad in the Festival Souvenir Booklet
- Social Media Promotion & Targeted Advertising



SOUVENIR BOOKLET ADVERTISING OPPORTUNITIES

Get your business in front of thousands of festival-goers with a featured ad in the official Monticello Watermelon Festival Souvenir Booklet! This keepsake publication is a high-visibility opportunity to showcase your brand, product, or service while supporting a beloved community tradition.

★ Watermelon Legacy Ad | \$600

(Premium Placement – Limited Availability)

- Back Cover Ad – Prime visibility on the back cover of the booklet
- Ad Size: 5.5” x 8.5” (with bleed 5.75” x 8.75”)
- Digital Ad Published on Festival Website

🏆 Grand Champion Ad | \$450

(Premium Placement – Limited Availability)

- Full Page Ad – Inside Front Cover or Inside Back Cover
- Ad Size: 5” x 8”
- Digital Ad Published on Festival Website

🍉 Festival Favorite Ad | \$400

- Full Page Ad in the Souvenir Booklet
- Ad Size: 5” x 8”
- Digital Ad Published on Festival Website

🍷 Sweet Slice Ad | \$225

- Half Page Ad in the Souvenir Booklet
- Ad Size: 5” x 4”
- Digital Ad Published on Festival Website

🍷 Juicy Bite Ad | \$150

- Quarter Page Ad in the Souvenir Booklet
- Ad Size: 2.5” x 4” (Horizontal) or 5” x 2” (Vertical)
- Digital Ad Published on Festival Website

🍷 Seedling Ad | \$100

- Eighth Page Ad in the Souvenir Booklet
- Ad Size: 2.5” x 2”
- Digital Ad Published on Festival Website