



Dear Potential Sponsor,

The City of Reidsville is proud to present the 2026 F•A•B Festival (Food Trucks • Art • Brews) in historic downtown Reidsville on Saturday, October 17th, 2026. This one-day event is coming back and will be better than ever. The festival will include a plethora of food trucks, local breweries, local wineries, artisans, non-profits, and more. This year's festivities will include our 2nd annual pumpkin rolling contest, along with other interactive activities. Additionally, we will have other attractions such as a rock-climbing wall, kids' zone, carnival games, and more. The headlining concert guest will be Swinging Medallions, starting at 5:00PM.

The city will be taking the lead in the planning of the festival this year and intends to grow festival attendance through a multi-platform marketing campaign. We ask that you partner with us to make this the best FAB Festival that Reidsville has ever hosted. Without members of the community like you, we would not be able to provide these events for the public. Together, we know that Team Reidsville can make this happen.

Please see the information about our sponsorship levels. This year we have revamped our sponsorship packages to offer more than ever before.

We greatly appreciate your consideration and hope to partner with you on the 2026 F•A•B Festival.

FOR MORE INFORMATION CONTACT:

Cameron Stewart, Marketing & Events Coordinator
cstewart@reidsvillenc.gov
336-349-1111

REIDSVILLE



COMMUNITY



FOOD TRUCKS

ART



BREWS

Sponsorship Levels

- Logo on banner behind stage
- Logo on Freeway Billboard from August 1st – October 17th
- Logo displayed on digital Market Square sign during festival and from August 1st – October 17th
- Name mention on 70 30-second radio and TV ads
- Promotion including logo placement on digital marketing efforts including Rockingham Update, Rock-It-In Reidsville show, and Mike Moore podcast
- Promotion including logo placement on all social media posts/graphics
- Logo on printed City utility mailer's and FAB event promotional flyers. A month prior to the event
- Logo included at the back of festival shirts
- Verbal recognition from Market Square by concert emcee
- Space for a booth at the festival

\$3,000

Platinum



Sponsorship Levels



Gold

- Logo displayed on Market Square digital sign day of festival
- Logo banner displayed at event on side of Market Square fencing (YOU PROVIDE)
- Promotion on digital marketing efforts including Rock-It-In Reidsville show played on Star News and Mike Moore podcast
- Promotion including logo placement on all social media posts/graphics
- Logo on print collaterals
- Logo included at the back of festival shirts
- Verbal recognition from Market Square by concert emcee
- Space for a booth at the festival

\$1,500

Silver

- Logo banner displayed at event on side of Market Square fencing (YOU PROVIDE)
- Promotion including logo placement on all social media posts/graphics
- Logo on print collaterals
- Logo included at the back of festival shirts
- Verbal recognition from Market Square by concert emcee
- Space for a booth at the festival

\$750

Bronze

- Logo banner displayed at event on side of Market Square fencing (YOU PROVIDE)
- Promotion including logo placement on all social media posts/graphics
- Logo included at the back of festival shirts

\$500

REIDSVILLE



FABFEST



**TEAM
REIDSVILLE**