

44TH FRANKLIN COUNTY WATERMELON FESTIVAL

AUGUST 15-16, 2025

SPONSORSHIP OPPORTUNITIES



The generous contributions of our sponsors are key to the success of the Franklin County Watermelon Festival and our contributions back to the community. This sponsorship package offers you, our valued community partner, the opportunity to be a part of this long-standing festival. A captive audience will see the support from your business and your dedication to the Franklin County Watermelon Festival.

Payment and Sponsorship Information must be received by June 13, 2025, to ensure all benefits.



American Champion Sponsorship | \$5,000

- Media Promotion (print, radio, and social)
- Festival Poster & Event Program (large logo)
- Stage Signage - Chamber provides (2'x10' BLOW Through Banner, top of stage)
- Website (lg logo with link to your website)
- Watermelon Pageant (mention & 4 tickets)
- One-12'x12' Booth Space (premium location with electricity, non-transferable)
- Fifteen short sleeve Festival tees
- Five Festival caps



Royal Jubilee Sponsorship | \$2,500

- Media Promotion (print and social)
- Festival Poster & Event Program (logo)
- Stage Signage - Chamber provides (2'x5' BLOW Through Banner, bottom of stage)
- Website (lg logo)
- Watermelon Pageant (mention & 2 tickets)
- One-12'x12' Booth Space (non-transferable)
- Ten short sleeve Festival tees
- Two Festival caps



Legacy Sponsorship | \$1,000

- Media Promotion (print and social)
- Event Program (mention)
- Onsite Signage (12"x12" logo)
- Website (sm logo)
- Watermelon Pageant (mention)
- 75% off of One-12'x12' Booth Space (non-transferable)
- Eight short sleeve Festival tees



Crimson Sponsorship | \$500

- Media Promotion (social)
- Event Program (mention)
- Onsite Signage (6"x6" logo)
- Website (mention)
- Watermelon Pageant (mention)
- 50% off of One-12'x12' Booth Space (non-transferable)
- Five short sleeve Festival tees



Liberty Sponsorship | \$300

- Event Program (mention)
- Website (mention)
- Watermelon Pageant (mention)
- Three short sleeve Festival tees



Harmony Sponsorship | \$150

- Website (mention)
- Watermelon Pageant (mention)
- One short sleeve Festival tee

Mark your Sponsorship level above

Will you be using your SPONSOR Booth (12'x12', non-transferable)

Yes



No



Business | Contact Name

Email Address



Check Enclosed

Make check payable to:
Franklin County Chamber



Invoice Me



Paying with card

A service charge will be added

Please return form to:
Franklin County Chamber of Commerce
P.O. Box 44 | Russellville, AL 35653
director@franklincountychamber.org



Please direct any questions to:
Cassie Medley, Executive Director
256.332.1760
director@franklincountychamber.org

WATERMELON FESTIVAL

2025 SPONSORSHIP T-Shirt Order Form



Sponsor Name

Select your Sponsorship Level by checking the corresponding box.

Sponsorship Levels

American Champion \$5,000 <i>15 short sleeve Festival tees & 5 Festival caps</i>	<input type="checkbox"/>
Royal Jubilee \$2,500 <i>10 short sleeve Festival tees & 2 Festival caps</i>	<input type="checkbox"/>
Legacy \$1,000 <i>8 short sleeve Festival tees</i>	<input type="checkbox"/>
Crimson \$500 <i>5 short sleeve Festival tees</i>	<input type="checkbox"/>
Liberty \$300 <i>3 short sleeve Festival tees</i>	<input type="checkbox"/>
Harmony \$150 <i>1 short sleeve Festival tee</i>	<input type="checkbox"/>

Adult T-shirts

	Sizes	Small	Medium	Large	XL	2X	3X	4X	5X
	Adult Colors								
	Hot Pink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Military Green	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sports Grey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Dusty Rose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sky Blue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Youth T-shirts

	Sizes	X-Small	Small	Medium	Large	XL
		2-4	6-8	10-12	14-16	16-18
	Hot Pink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Military Green	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sports Grey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Dusty Rose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sky Blue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Infant T-shirts

	Sizes	6 mos	12 mos	18 mos	2T	3T	4T
	Infant Colors						
	Military Green	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Hot Pink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Caps | American Champion & Royal Jubilee ONLY

Caps	Ladies White with Pink Embroidery Athletic style	<input type="checkbox"/>
	Ladies White with Pink Embroidery Trucker style	<input type="checkbox"/>
	Men's Gray & Black Richardson	<input type="checkbox"/>

SPONSOR

Booths

Plugs

Booth Number(s)

Cash

Card

Check

MO

Amount: **For OFFICE use ONLY!**Application received: Insurance OR Certifications: **44th Annual Franklin County Watermelon Festival | Russellville, Alabama**

August 15 – 16, 2025

Business Name					
Primary Contact Name					
Email					
Mailing Address		Phone			
City		State		Zip	
Description use of booth (example: promote business, giveaways, etc.)					
Prices of Items to be SOLD: High \$ Low \$ Average \$					
If you were a vendor last year, would you like the same booth? Yes No					
Will your booth contain an enclosed trailer? Yes No					
Length of Trailer (including hitch):					
Which side of trailer is the operating window? Driver Passenger					
Trailer including hitch MUST FIT within your booth (if longer than 12 ft., you WILL be charged for an additional booth.)					

HEART of the Festival				
<i>located near Entertainment</i>				
<i>available for American Champion Sponsors</i>				
Sponsor Booth (12' x 12')				
One Complimentary BOOTH				NC
Each additional (adjoining) BOOTH	\$200	x	=	
One Complimentary PLUG				
Additional Electricity (per plug)	\$30	x	=	
Specify by circling:				
110 volt 20 amp 220 volt 50 amp				
TOTAL DUE <input type="text"/>				

Sponsor Booth (12' x 12')				
Royal Jubilee Sponsor \$2,500				NC
Legacy Sponsor \$1,000	\$50			
Booth 75% off of \$200				
Crimson Sponsor \$500	\$100			
Booth 50% off of \$200				
Liberty Sponsor \$300 No Discount	\$200			
Harmony Sponsor \$150 No Discount	\$200			
Each additional (adjoining) BOOTH	\$100	x	=	
Electricity (per plug)	\$30	x	=	
Specify by circling:				
110 volt 20 amp 220 volt 50 amp				

TOTAL DUE **No generators allowed! ***Be prepared for your assigned PLUG to be at least 75 – 100 feet from your booth.**

No FULL refunds will be issued once your application has been processed. A written request for cancellation received by July 15, 2025, will be accepted for a 50% refund. Vendors are responsible for all taxes and fees associated with their activities at the festival. This includes but is not limited to license fees, and federal, state, and local taxes.

The festival will go on RAIN OR SHINE. Please plan accordingly. If the festival must be cancelled for reasons out of the organizer's control (i.e., weather, government-imposed regulations, viruses, and pandemics, etc.), full refunds will not be issued.

ALL returned checks will be charged \$40.

No outside ice. All ice will be available to purchase from an on-site vendor (Parked near Grissom Cleaners).

PEPSI products are exclusively sold at the Festival. All PEPSI products will be purchased on-site from a PEPSI representative. **No other** colas/water/sports drinks will be allowed. Water may NOT be given away.

A list of all items to be sold and their price is to be displayed prominently by Friday at 6 p.m.

The Franklin County Watermelon Festival/Franklin County Chamber of Commerce cannot guarantee/promise ONE sole vendor the right to sell specific brands/items from multiple, independent consultants and/or direct sales companies (i.e., Pampered Chef, Avon, Mary Kay, Paparazzi, etc.)

Vendors using gaseous tanks, of any kind, must have them secured properly.

If needed, Vendors are responsible for providing their own light source in addition to streetlamps during evening hours.

All vendors will be responsible for securing items that may be a tripping hazard on all pedestrian and traffic areas (electrical cords, extension cords, ropes/chains used to secure any items associated with your booth).

Service animals are welcome. However, pets are not allowed. For the safety of your pet (extreme heat, loud music/noise, and crowds) and other Franklin County Watermelon Festival attendees, we ask that you leave your pets at home.

Overnight lodging (camping, sleeping in vehicle, etc.) is NOT permitted within festival parameters. Please make prior arrangements. A list of accommodations will be provided to accepted vendors.

The undersigned agrees to abide by the decision of the Franklin County Chamber and/or the Watermelon Festival Committee to accept or reject this vendor's application. The undersigned does hereby and forever discharge the Franklin County Chamber of Commerce, the City of Russellville, Franklin County Commission, Watermelon Festival Sponsors, individual property owners within festival parameters, and all affiliates from all manner of suit, damages, claims and demands whatsoever in law or equity from loss and damage to the undersigned's property while in possession, supervision or auspices of the above-named agents, board members, volunteers, representatives, or employees. The undersigned will comply with the rules, regulations, deposits, and donation arrangements as set forth in the stipulations for participants. I hereby grant the Franklin County Chamber of Commerce and/or the Franklin County Watermelon Festival permission to use my likeness in photographs, videos, or other digital media in any and all of its publications, including web-based publications without payment or other considerations.

Signature _____

Date _____

Contact Information:

Cassie Medley | Executive Director | Franklin County Chamber of Commerce | P.O. Box 44, Russellville, AL 35653
256-332-1760 | 256-332-1740 fax | director@franklincountychamber.org | www.franklincountychamber.org