



GLOUCESTER
DAFFODIL
Festival

2027 Daffodil Festival
“Notes from the Garden”
Sponsor Packages



2027 GLOUCESTER DAFFODIL FESTIVAL SPONSORSHIP OPPORTUNITIES



Dear Gloucester Businesses,

While we hope you are enjoying the sunshine and warmth of Summer, plans for the 41st Gloucester Daffodil Festival are already underway and sponsorship opportunities will begin September 1st, 2026.

The 2027 festival is scheduled for April 3 & 4 featuring the theme "Notes From The Garden". The Main Stage at the Food Court will feature local favorites, Jason Cale Band Saturday and Anthony Rosano & The Conqueroos on Sunday.

For kids and adults, The Daffodil Village stage will welcome back The Amazing Mutt Show on Saturday, and the crowning of Little Miss and Jr. Miss Daffodil on Sunday. Kids entertainment will be available throughout to bring cheer for all ages.

We will begin accepting applications in November for the 2027 Daffodil Festival Queen, Little Miss Daffodil, Junior Miss crown, and Annual Scholarship.

We will once again be utilizing the mobile app to enhance the festival experience for attendees. This innovative app offers real-time updates, interactive maps, event schedules, and exclusive sponsor promotions—providing increased visibility and engagement opportunities for our valued partners. It's just one more way we're making the festival more connected, convenient, and memorable for everyone involved.

In this packet you will find the 2027 Gloucester Daffodil Festival Sponsorship Packages. Sponsoring the Daffodil Festival is a great way to show your community spirit and put your business name in front of local residents, as well as, over 25,000 guest who visit the festival each year. These packages are a great advertising value for all that is included.

We appreciate all of our sponsors who continue to support the festival and welcome new sponsors. We could not do it without you! Secure your spot now, no payments are due until January 2027.

All of the sponsorship opportunities EXCEPT, Gold, Silver & Bronze are exclusive with only one Main Sponsor.

Please call or email me with any questions you may have about these great sponsorship opportunities.

Best regards,
Francesca Stenersen,
Gloucester Daffodil Festival Coordinator
Office: (804) 210-1903
fstenersen@gloucesterva.info
Office Hours: Tuesday & Thursday, 9-1pm

MAIN STAGE & FOOD COURT \$5,000



- Up to three 10' x 10' vendor spaces
- Company banner to be placed in front of stage
- Two large feather flags placed at entrance to Food Court & Main Stage
- Two limited edition Daffodil Festival T-Shirts
- Four official 2027 Daffodil Festival Prints
- Invitation to Print Unveiling Reception
- One live morning interview at Xtra 99.1 FM
- One "At the Festival Live" interview with Xtra 99.1 FM
- Company name and link on Daffodil Festival website through 2027
- Company included on all festival print ads and festival information piece



SHUTTLE SPONSOR \$3,000

- Company banner no larger than 2' x 6' (provided by sponsor) located on fence at shuttle entry
- Four feather flags: two located at shuttle parking and two located within festival perimeter
- One live morning interview at Xtra 99.1 FM
- Three limited edition Daffodil Festival T-Shirts
- Three official 2027 Daffodil Festival Prints
- Invitation to Print Unveiling Reception
- Company name and link on Daffodil Festival website through 2027
- Company name included as a Main Sponsor on all print ads & festival information



FESTIVAL INFORMATION SPONSOR \$2,000

- One large feather flags placed beside your vendor space
- One live morning interview at Xtra 99.1 FM's
- One 10' x 10' vendor space
- Two limited edition Daffodil Festival T-Shirts
- Two official 2027 Daffodil Festival Prints
- Invitation to Print Unveiling Reception
- Company name and link on Daffodil Festival website through 2027
- Company included on all festival print ads and festival information piece



COURT CIRCLE SPONSOR \$2,000



- One 10' x 10' vendor space
- One large feather flag located at vendor space
- Two limited edition Daffodil Festival T-Shirts
- Two official 2027 Daffodil Festival Prints
- Invitation to Print Unveiling Reception
- One live morning interview at Xtra 99.1 FM
- Company name and link included on Daffodil Festival website through 2027
- Company name included on all festival ads and festival information



OFFICIAL 2026 DAFFODIL FESTIVAL PRINT \$2,000

- One 10' x 10' vendor space
- One large feather flag located at vendor space
- Two limited edition Daffodil Festival T-Shirts
- Two official 2027 Daffodil Festival Prints
- Invitation to Print Unveiling Reception
- One live morning interview at Xtra 99.1 FM
- Company name and link included on Daffodil Festival website through 2027
- Company name included on all festival print ads and festival information

MOBILE APP \$2,000



- Company name displayed prominently in mobile app
- One 10' x 10' vendor space
- Two limited edition Daffodil Festival T-Shirts
- Two official 2027 Festival Prints
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information
- One live morning interview at Xtra 99.1 FM



LIMITED EDITION FESTIVAL T-SHIRT \$2,000

- Logo or company name on all volunteer/staff shirts (subject to design review)
- Five limited edition volunteer Daffodil Festival T-Shirts (additional shirts at \$15 each)
- One 10' x 10' vendor space
- Two official 2027 Festival Prints
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information
- One live morning interview at Xtra 99.1 FM



DAFFODIL VILLAGE STAGE SATURDAY FEATURING, THE AMAZING MUTT SHOW **\$1,500**

- Recognition in speakers notes during Mutt Show
- One 10' x 10' vendor space
- One feather flag located at Daffodil Village Stage or vendor booth
- One limited edition Daffodil Festival T-Shirt
- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information
- One live morning interview at Xtra 99.1 FM

DAFFODIL VILLAGE STAGE SUNDAY, FEATURING CROWNING OF LITTLE & JUNIOR MISS DAFFODIL **\$1,500**



- Recognition in speakers notes during crowning of Little Miss & Junior Miss
- One feather flag located at Daffodil Village Stage or vendor booth
- One 10' x 10' vendor space
- One limited edition Daffodil Festival T-Shirt; One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information
- One live morning interview at Xtra 99.1 FM

KIDS AREA

\$1,500



- One 10' x 10' vendor space
- One feather flag located at Kids Area or vendor booth
- One limited edition Daffodil Festival T-Shirt
- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information
- One live morning interview at Xtra 99.1 FM



DAFFODIL DASH 5K

\$1,500



- One 10' x 10' vendor space
- One registration for the 5k with all standard participant memorabilia
- One limited edition Daffodil Festival T-Shirt
- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads relevant to the race
- One live morning interview at Xtra 99.1 FM

QUEEN'S FLOAT SPONSORSHIP \$1,500



- Free entry to the Daffodil Festival Parade
- Recognition in speakers notes during opening ceremonies when Queen is crowned
- One feather flag located at Daffodil Village Stage or vendor booth
- One 10' x 10' vendor space
- One limited edition Daffodil Festival T-Shirt
- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information
- One live morning interview at Xtra 99.1 FM

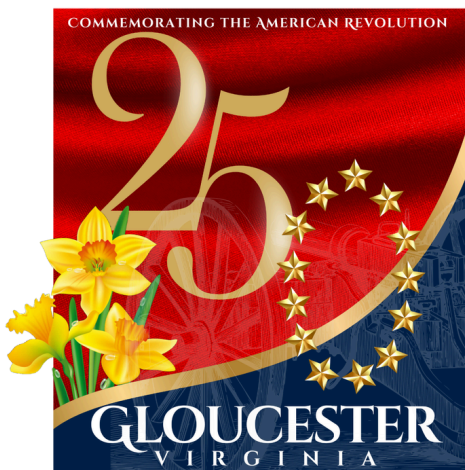


PARADE SPONSORSHIP \$1,500

- Free entry for the Daffodil Festival Parade
- One 10' x 10' vendor space
- One limited edition Daffodil Festival T-Shirt
- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information
- One live morning interview at Xtra 99.1 FM



HISTORY SPONSOR CELEBRATE GLOUCESTER250! \$1,500



- VIP tour of the feature history exhibit
- One live morning interview at Xtra 99.1 FM's as a Daffodil Show sponsor
- One 10' x 10' vendor space
- One limited edition Daffodil Festival T-Shirt
- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information

DAFFODIL SHOW \$1,500



- VIP tour of the Daffodil Show
- Announcement of recognition during Daffodil Show welcoming remarks
- 8x10" framed signage at Daffodil Show
- One live morning interview at Xtra 99.1 FM's as a Daffodil Show sponsor
- One 10' x 10' vendor space
- One limited edition Daffodil Festival T-Shirt
- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on Daffodil Festival website through 2027
- Company name included on all print ads and festival information





GOLD FESTIVAL SPONSOR

\$800.00

- One 10' x 10' vendor space
- One limited edition Daffodil Festival T-Shirt
- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on all print ads and festival information
- Company name included on Daffodil Festival website through 2027

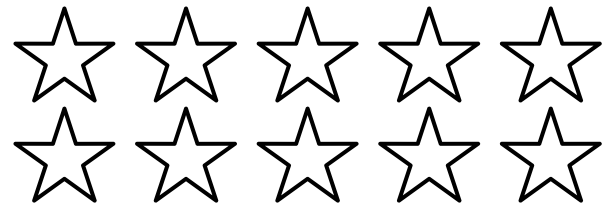


LIMITED

SILVER FESTIVAL SPONSOR

\$550.00

- One official 2027 Festival Print
- Invitation to Print Unveiling Reception
- Company name included on all print ads and festival information
- Company name included on Daffodil Festival website through 2027



BRONZE FESTIVAL SPONSOR

\$350.00

- Company name included on all print ads and festival information
- Company name included on Daffodil Festival website through 2027



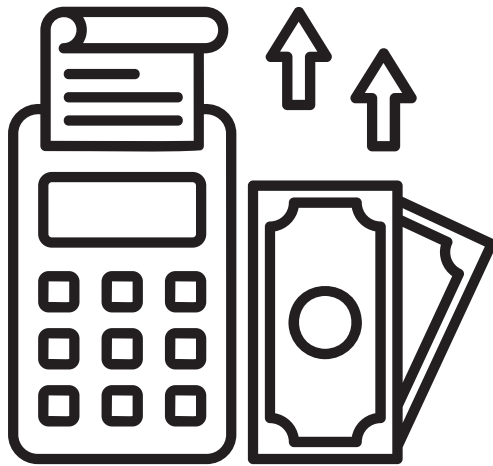
*All shirts may be exchanged for an additional poster. Posters may not be exchanged for additional shirts.



FAST FACTS OF THE 2026 DAFFODIL FESTIVAL



Your sponsorship helps make the Daffodil Festival a quality and memorable event.



EXPENSES

Safety
Shuttles
Sanitary
Entertainment
Marketing
Daffodil Show
Staffing
Supplies

280 vendor booths

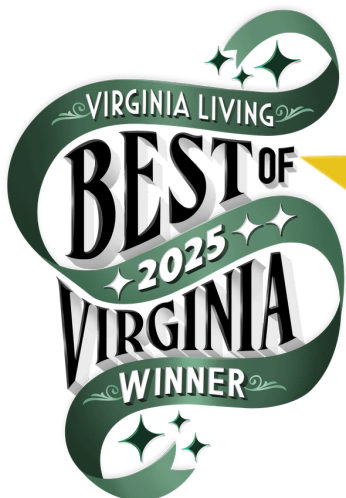
37% new vendors

52% local vendors



49% rated vendors
5/5 stars!

26% used the App, directly linking your business website to our audience! 1,750 downloads!



EARNED FEATURES:

House & Home

Virginia Living

Two Rivers Communications

WXGM FM99.1

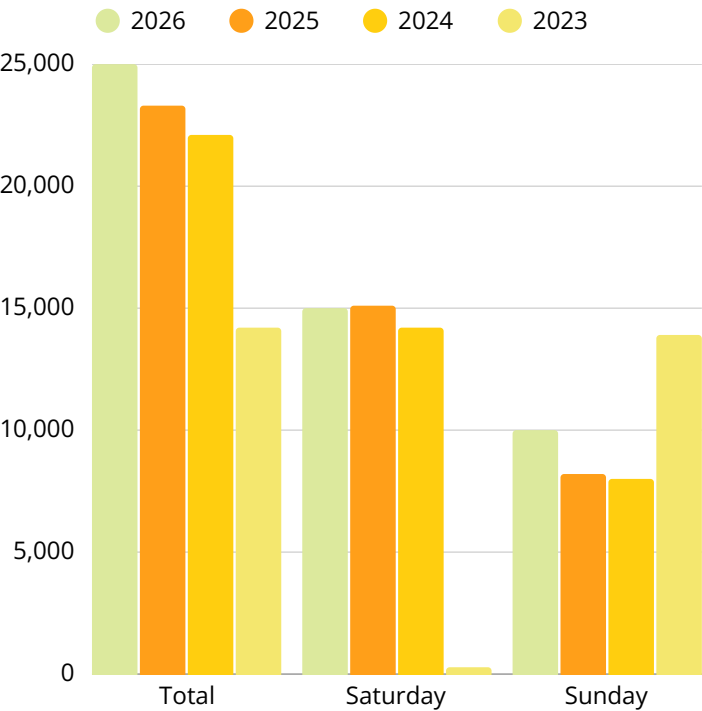
Virginia Tourism Corporation

Travel Blogs & Content Creators

YOUR AUDIENCE



VISITATION



2026 had record breaking attendance.

52% rate Excellent!

33% rate Very Good

13% rate Good



98% would recommend the festival to a friend

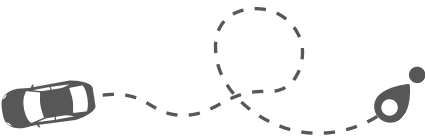
Return of the 5k!

214 Runners!

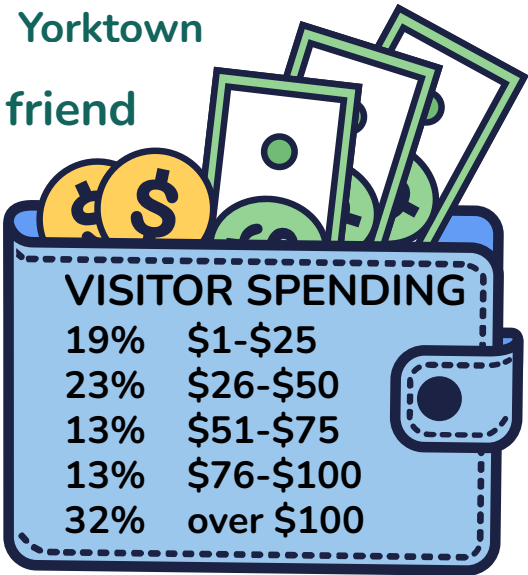
TOP COMMENTS

Variety Vendors Community Parade
Organized Dogs Food 5k Energy
Shuttle

Welcome
10% first time attendees!



63% non-residents
Significant Markets:
Hampton,
Mathews, Middlesex,
Newport News,
Richmond,
Williamsburg, &
Yorktown





*Payments Due
January 15*



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