

October 5 | Elmwood Park, Roanoke



# STAR CITY STRONG

STRONGFEST 2024



2024  
Sponsorship  
Opportunities



Partnership for Community Wellness  
501c3 nonprofit serving the Roanoke area since 2001

## Who we are

The Partnership for Community Wellness has served the Roanoke area - and beyond - for over 20 years.

We support the health and well-being of our community through research, education & human connection. Our focus areas include substance use disorder, recovery, digital health, physical and mental wellness.

We help identify risks that can negatively affect our health, promote healthy choices that build our protective layer and connect people to trusted wellness resources.

**The path to wellness looks different for us all, but none of us have to walk alone.**



## How can you help?

Star City StrongFest is our largest community connection event of the year and serves as a fundraiser for our organization.

You can help by:

- Becoming a sponsor
- Donating in-kind goods/services
- Volunteering at the festival




**Have a positive impact on community wellness today by supporting Star City StrongFest!**



# Sponsorship

Star City StrongFest is a unique, free festival full of community wellness connection, family activities, fun, food and feats of strength on the stage!

 <p>Channel your <b>inner strength</b> with healing arts in our <b>Zen Zone</b>.</p>	 <p>Awaken your <b>warrior spirit</b> while participating in or watching demonstrations of <b>combat sports</b>.</p>	 <p>Let's play! Family fun, activities and a <b>StrongKids Scavenger Hunt - with prizes!</b></p>	 <p>Discover your <b>physical power</b> with <b>strength challenges</b> and watch <b>Strongman</b> feats of strength on stage!</p>
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Park guests can watch the 9th Annual Star City Strongman amateur competition on Elmwood's stage, followed by two professional competitions featuring athletes from across the world! The professional competitions will be livestreamed via YouTube.

	Signage at Welcome Tent	Presenting sponsor of ...	Logo on event shirts	# of social mentions by PCW	Logo on website
<b>PLATINUM</b> \$2,500	✓	StrongKids Scavenger Hunt	✓	3	✓
<b>GOLD</b> \$1,500		Star City Strongman amateur competition	✓	2	✓
<b>SILVER</b> \$750			✓	1	✓
<b>BRONZE</b> \$500				1	✓

## Unique Sponsorship Opportunities

The local annual strength event, Star City Strongman, is entering its 9th year in 2024. Proceeds from this amateur event are donated to the Partnership for Community Wellness. Star City Strongman will be a headlining entertainment event at Star City StrongFest.

### But that's not all!

Professional Strongman League - an international competitive-level organization - has chosen Roanoke as the venue for their Cerberus Super Series u90kg Men's World Championship and u64kg Women's World Championship.

There is no admission for spectators and the professional shows will be livestreamed on YouTube. We're excited to offer this to our community and bring this unique sponsorship opportunity to you.

### T-shirt sponsor

\$1,200

T-shirt sponsor's logo will be featured on sleeve of all amateur competitor T-shirts.

### Food sponsor

\$800

Food sponsor logo will be on vouchers given to athletes for purchase of food from food trucks at event. Food sponsor logo will also be featured on snack/water tables available to event staff and volunteers throughout the day.

### Trophy sponsor

\$600

Trophy sponsor will have sign on athlete trophy table and opportunity to provide marketing material for athlete bags.



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**STAR CITY  
STRONGMAN**

## In-kind Sponsorships

In-kind donations of goods or services helps cut down on the amount of money going out for this event - leading to a larger ability to invest in our community.

Please contact us if you would like to donate one or more of the following:

- Advertising (print, radio, online, influencer)
- Banner/sign production
- Bags for volunteers and athletes (may be branded and large enough to hold a T-shirt, snacks, etc.)
- Items for amateur athlete prize bags (gift cards, sports drinks, snack bars - may included promotional material)
- Welcome bags for international athletes (Roanoke-themed gifts, snacks, greeting cards)

## Volunteer opportunities

We have a variety of volunteer opportunities on October 4 and October 5, with varying time commitments. All volunteers receive an event T-shirt, goodie bag and snacks/water throughout the day. Scan the QR code or visit [bit.ly/2024-strongfest-volunteers](https://bit.ly/2024-strongfest-volunteers) to sign up!



Digital form & online pay options available here



scan or visit  
[bit.ly/2024-strongfest-sponsors](https://bit.ly/2024-strongfest-sponsors)

# Sponsor Form

2024 Star City StrongFest

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Sponsor name (organization, business, etc.)

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Contact name

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Phone

Email

Sponsor options (select all that apply):

Monetary donation

In-kind goods/services donation

Amount or value: \_\_\_\_\_

If donating in-kind goods/services, please detail what will be donated:

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Signature

Date

**If sponsorship level includes logo on T-shirt,  
deadline to sponsor is September 6.**

Please print and mail.  
Make checks payable to:

Partnership for Community Wellness  
5937 Cove Rd.  
Roanoke, VA 24019

Contact:  
Leigh Stover, Partnership for  
Community Wellness  
[leigh.stover@thepcw.org](mailto:leigh.stover@thepcw.org)  
(540) 392-2026



Partnership for Community Wellness

[ask@thepcw.org](mailto:ask@thepcw.org)

[www.thepcw.org](http://www.thepcw.org)

(540) 200-8014