

# FAYETTEVILLE FREEDOM 250

July 4, 2026 • Fayetteville, West Virginia

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## SPONSORSHIP OPPORTUNITY



The Fayetteville Freedom 250 Soapbox Derby is an exciting, high-energy Independence Day event designed to bring together local families, visitors, and businesses for a thrilling downhill race through the heart of our community. This event blends creativity, friendly competition, and patriotic celebration into a one-of-a-kind July 4th experience.

With continued tourism growth surrounding the New River Gorge National Park and multiple new lodging developments in the area, we anticipate strong attendance from both residents and visitors. Based on recent holiday weekend traffic and community event participation, we project 800–1,200 spectators throughout the day, along with 30–40 competing race teams.

The Freedom 250 is structured not only as a speed race but as a creative showcase — where 50% of scoring is based on style and design. This unique format ensures sponsored cars receive extended visibility, photo coverage, and crowd engagement throughout the event.

This is more than just a race — it is an opportunity for local businesses to connect directly with families, tourists, and community leaders while supporting a positive and growing Independence Day tradition.

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## **Fayetteville Freedom 250 Presenting Sponsor – \$2,500 (1 Available)**

- Recognized as the presenting sponsor of all promotions
- Logo on towns website
- Banner on display at event
- Entry Fee waived for entry into race
- Verbal recognition throughout race
- Social media recognition leading up to the event
- Inclusion in post-event photos and community media coverage

## **Grand Champion Sponsor \$500**

- Logo on towns website
- Entry Fee waived for entry into race
- Verbal recognition throughout race
- Social media recognition leading up to the event
- Inclusion in post-event photos and community media coverage

## **SPONSOR A RACE CAR – \$200**

- Your business name/logo prominently displayed on a race car
- Dedicated race number representing your business
- Recognition during event announcements
- Social media promotion leading up to race day
- Inclusion in post-event photos and community media coverage

## **PRIZE SPONSORSHIP OPPORTUNITIES**

Businesses may also contribute gift cards, merchandise, services, or cash awards. Prize sponsors will receive public recognition during the awards ceremony and in event promotions.

By partnering with the Freedom 250, your business demonstrates leadership, community pride, and direct investment in a family-friendly Fayetteville tradition that is positioned to grow each year.

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Please accept my payment of \$ \_\_\_\_\_ by: Check \_\_\_\_\_ (preferred) Cash \_\_\_\_\_

Please call me directly at the following number to discuss sponsorship and/or product trade possibilities.

Name (please print) \_\_\_\_\_ Today's Date \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email Address \_\_\_\_\_

Please return this form no later than: June 1, 2026  
Soap Box Derby Fairs & Festivals Committee  
Fayetteville Town Hall  
125 N Court St. Fayetteville, WV 25840