



***Gloucester Daffodil Festival 2022, "In Full Bloom!"  
presents a new sponsorship opportunity***

**The Daffodil Festival Holland Girl Ambassador- \$150.00**

This sponsorship offers a unique opportunity for smaller businesses to be part of the Gloucester Daffodil Festival. Your sponsorship of \$150.00 will make your business part of celebrating the history of the festival while providing some great PR and advertising.

In 1940 the theme of the then, Daffodil Tour, was "Back to Holland." As part of the Daffodil Tour. National Geographic decided to write an article about Gloucester's daffodil industry and the newly developed event. One of the photos created for the article was a group of 30 women and girls in "Holland/Dutch" hats, taken in a field of daffodils.

To celebrate the early history that led to having an actual festival and with the help of the Gloucester Gazette Journal we want to re-create that moment in history with a new photo. We are hoping to find 30 businesses to be part of this endeavor. So how does this work and how does your business benefit from this sponsorship?

**Daffodil Festival Holland Girl Ambassador 2022- \$150.00**

- Upon becoming a sponsor, you may choose your ambassador. An employee, a relative, a friend to represent your business.
- Your ambassador will be featured in the re-created group photo for the article in the Gazette Journal of Holland Girls. This photo may also be featured in additional news articles. Each Holland girl will be named and the business she represents thanked.
- Photo, brief historical story and list of sponsors will be featured on a special Daffodil Festival website page.
- Each Holland girl ambassador will be invited to represent your business at the festival. She will be provided with a sash with your business name and Dutch hat to be worn in the photo and at the festival. Each ambassador will be asked to hand out festival information provided by the festival. This is also a great opportunity to network and take photos with festival guest. Your ambassador's scheduled time at the festival is your decision.
- We do request your ambassador be present at opening ceremonies to be recognized on stage and their schedule for being at the festival provided to us. The Daffodil Festival Coordinator will provide a time of arrival for Saturdays opening ceremony and ask for your ambassador's festival schedule.
- You may also sponsor more than one Holland Girl Ambassador if you wish. The sponsorship would remain \$150.00 for each ambassador. Example, two ambassadors would be a fee of \$300.00.