

Sponsorship Proposal



About Feast of the East

Feast of the East is the Vollis Simpson Whirligig Park's signature fundraising event—a festive evening of regional cuisine, spirits, live music, artful lighting, community leaders, and (of course) the iconic Whirligigs turning overhead. Sponsorships power the conservation, education, and free public programming that keep this nationally recognized landmark vibrant and accessible to all.





Culinary Experience



Conservation



Live Entertainment



Raffle Prizes



Artisanal Spirits



Sponsor A Reflector

Whirligig Conservation

A Note From The Director Of Development

Part of what makes the Whirligigs so enchanting is their one-of-a-kind engineering. Vollis Simpson built them using parts from scrap yards and forgotten machinery, turning the discarded into the extraordinary. To honor the integrity of his genius, we often find ourselves sourcing rare, decades-old parts. Just this spring, the Barbecue Whirligig needed a replacement piece originally pulled from a 1970s Corvette. We tracked it down - and now Barbecue spins freely once again. When such parts can't be found, they must be custom-machined, which can be costly but necessary to preserve Vollis's vision.

The Whirligigs are more than whimsical art—they're intricate machines weathering North Carolina's harshest elements. Blazing summers, freezing winters, and humid storms take their toll, making regular maintenance essential. Each repair often requires a crane rental (\$5,000+), and annual upkeep can exceed \$100.000.



Our nonprofit owns and cares for these iconic sculptures, we handle every bolt, brushstroke, and blade. Your sponsorship directly sustains this effort, preserving Vollis Simpson's genius and the heartbeat of downtown Wilson.

As downtown Wilson continues to grow and evolve, your support helps ensure the Whirligigs remain not just a cultural landmark, but a living tribute to innovation, resilience, and imagination. **Together, we're not just preserving sculptures - we're carrying forward the spirit that brought this community back to life. Your support keeps them spinning.**

Anne Sauerhorn Director of Developmen











Why choose sponsorship?

As a nonprofit, the Vollis Simpson Whirligig Park depends on the generosity of sponsors and donors to keep the park - and its whirligigs - spinning. These towering works of art require ongoing conservation, specialized maintenance, and protective infrastructure to withstand the elements. But the impact of your support goes far beyond preservation.

The Park anchors Wilson's revitalized downtown, drives tourism, fosters cultural pride, and serves as a free public gathering space for families, artists, students, and visitors from around the world. By choosing to sponsor, you're not just supporting an event - you're investing in a place that fuels community connection, economic growth, and creative identity in Eastern North Carolina.

Proceeds of this event also allow us to continue...

GIG IN THE PARK CONCERT SERIES





WILSON FARMERS & ARTISAN MARKET

ART & SCIENCE EDUCATION



Sponsorship Levels

Presenting Sponsor – \$6,000

- (6) Tickets to Feast of the East
- (6) Passes to VIP Pre-Party
- 25% Gift Shop Discount
- 25% Off Park Rental
- Premier Logo Placement (event signage + digital)
- Stage Mention + Donor Recognition + Social Media & Newsletter Promotions
- Logo on Website & Program

Signature Cocktail Sponsor — \$4,000

- (4) Tickets to Feast of the East
- (4) Passes to VIP Pre-Party
- 25% Gift Shop Discount
- 25% Off Park Rental
- Logo on Bar Signage, Website & Program
- Stage Mentions + Donor Recognition + Social Media & Newsletter Promotions

Oysters Sponsor — \$3,000

- (4) Tickets to Feast of the East
- (4) Passes to VIP Pre-Party
- 25% Gift Shop Discount
- 25% Off Park Rental
- High-Placement Logo (program + social)
- Donor Recognition + Social Media Mention

Eastern NC Eats Sponsor — \$3,000

- (4) Tickets to Feast of the East
- (4) Passes to VIP Pre-Party
- 25% Gift Shop Discount
- 25% Off Park Rental
- Logo on Signage, Website & Program
- Donor Recognition + Social Media Mention

Beer & Wine Sponsor — \$3,000

- (4) Tickets to Feast of the East
- 25% Gift Shop & Park Rental Discount
- Logo on Bar Signage, Website & Program
- Donor Recognition



Sponsorship Levels

Party Favor Sponsor — \$2,500

- (4) Tickets to Feast of the East
- 25% Gift Shop Discount
- 25% Off Park Rental
- Logo on Signage, Website & Program
- Donor Recognition

Raffle & Reflector Sponsor – \$2,000

- (2) Tickets to Feast of the East
- 15% Gift Shop Discount
- 15% Off Park Rental
- Logo on Signage, Website & Program
- Donor Recognition

Event Rentals Sponsor – \$1,500

- (2) Tickets to Feast of the East
- 5% Gift Shop Discount
- 15% Off Park Rental
- Name Listed (Print + Digital)
- Donor Recognition

Entertainment Sponsor – \$1,000

- (2) Tickets to Feast of the East
- Name Listed (Print + Digital)
- Social Media Mention

Donation Wall Sponsor - \$1,000

- (2) Tickets to Feast of the East
- Name Listed (Print + Digital)
- Social Media Mention

Dessert Sponsor – \$1,000

- (2) Tickets to Feast of the East
- 15% Gift Shop Discount
- 15% Off Park Rental
- Name Listed (Print + Digital)
- Donor Recognition

Night Sponsor – \$500

Name Listed (Print + Digital)





ECONOMIC IMPACT SNAPSHOT

BASED ON THE 2024 ECONOMIC IMPACT REPORT BY ECONOMIC LEADERSHIP, LLC

194,310 TOTAL VISITORS IN 2024. NEARLY 48% FROM OUTSIDE THE COUNTY

42 FULL-TIME COMMUNITY JOBS GENERATED BY THE PARK

\$5,300,000 TOTAL SALES IMPACT GENERATED FOR WILSON COUNTY BUSINESSES

\$53,300,000 INCREASE IN REAL ESTATE VALUES SINCE PARK'S CREATION

\$874,000 ANNUAL LOCAL PROPERTY TAX REVENUE FROM THE PARK AREA

\$2,100,000 ANNUAL COMMUNITY BENEFIT FROM FREE EVENTS & PROGRAMS

\$506,000 VOLUNTEER HOURS VALUE & DONOR COMMUNITY CONTRIBUTIONS

#2 VOTED BEST SCULPTURE PARK IN THE U.S. BY USA TODAY

FOLLOW US ON SOCIAL MEDIA TO SEE OUR IMPACT!





HOW TO SPONSOR





OR VISIT OUR WEBSITE AT www.WilsonWhirligigPark.org/Donate OR text 100 to (252) 262-1140

Sponsor Onboarding Checklist:

Event Date: Friday, October 10 Time: 6:00-9:00 p.m. Location: Vollis Simpson Whirligig Park, Henry Walston Pavillion 301 Goldsboro St. S, Wilson, NC

BRANDING & PROMOTIONS - deliver by September 1.

- Send high-resolution logo for signage and digital materials (PDF, EPS, or PNG preferred)
- Optional: Provide any branding requirements for printed materials or promotional items for display
- Optional: Provide your QR code

EVENT NEEDS - deliver by October 1.

- Names for guest tickets (if applicable).
- Confirm if your team will need access to ice, water, or prep space
- Provide arrival ETA and on-site contact name + number

PARK DELIVERABLES

Information for deductible tax forms. To be sent after the event.

Checks can be made by mailing check to:

VSPM, P.O. Box 6161, Wilson, NC, 27894

Thank You!

Thank you for considering a partnership with the Vollis Simpson Whirligig Park. Your support helps preserve one of North Carolina's most iconic public art landmarks while strengthening the heart of Downtown Wilson. Whether you're a first-time sponsor or a long-time friend of the Park, your investment makes a lasting impact—on our whirligigs, our community, and the thousands of people who find joy, inspiration, and connection here.

We look forward to celebrating with you at Feast of the East and continuing to build something extraordinary, together.

— The Whirligig Park Team





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www.WilsonWhirligigPark.org