



North Branford Potato & Corn Festival

www.nbpotatofest.com | August 2, 3 & 4, 2019

2019 Sponsorship Packet

Business or Organization Name			
Contact Name			
Phone #			
Email address			
Address			
City/Zip			
Website / Social Media links			
May we link to your website or social media sites?			
Vendor Booth* *complimentary with \$1,000+ donation	Yes	No	Exhibitors must bring an approved tent, table/chairs and own materials.
Contest Sponsor (Leave blank if not sponsoring)			
Event Sponsor (Leave blank if not sponsoring)			
In Kind Sponsorship (Leave blank if not donating items or products)	Yes	No	Item(s) to be donated and approximate value:

Sponsorship Tiers

See attached sheet for additional information

Diamond - \$5000+

Gold - \$1000 - \$2499

Platinum - \$2500 - \$4999

Silver - \$500 - \$999

Bronze - < \$499

Complete, scan, and email to admin@nbpotatofest.com and you will be contacted for payment options. You can also make a check payable to "Town of North Branford" and remit that with the above form to:

North Branford Parks and Recreation
1332 Middletown Avenue
Northford, CT 06472
Attn: Jenn McCulloch

***** Payment must be received by May 31, 2019 or we cannot guarantee inclusion in printed or produced materials for the festival. *****

Thank you for your support of the 2019 Potato and Corn Festival!

1332 Middletown Ave. | Northford, CT | 06472
203-484-6017 | admin@nbpotatofest.com
Held at Augur Field, Route 22, Northford, Connecticut



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2019 Sponsorship Donation Levels and Benefits

Diamond	Sponsorship Benefits (a \$9000 value)*
\$5000+	Name/logo placement on PoCo Fest website
	Name/logo placement in local media advertising materials (over 55,000 shoreline readership)
	Name/logo placement in PoCo Festival brochure and materials
	Reserved space in Vendor Area (\$300 value)**
	Name/logo placement on PoCo Fest volunteer T-shirts
	4 Sponsorship Party invitations
	4 VIP parking passes (\$60 value)
	Dedicated banner
Name and logo on PoCo Fest commercial (Comcast Spotlight)	

Platinum	Sponsorship Benefits (a \$7500 value)*
\$2500-\$4999	Name/logo placement on PoCo Fest website
	Name/logo placement in local media advertising materials (over 55,000 shoreline readership)
	Name/logo placement in PoCo Festival brochure and materials
	Reserved space in Vendor Area (\$300 value)**
	Name/logo placement on PoCo Fest volunteer T-shirts
	2 Sponsorship Party invitations
	2 VIP parking passes (\$30 value)

Gold	Sponsorship Benefits (a \$3500 value)*
\$1000-\$2499	Name/logo placement on PoCo Fest website
	Name/logo placement in local media advertising materials (over 55,000 shoreline readership)
	Name/logo placement in PoCo Festival brochure and materials
	Reserved space in Vendor Area (\$300 value)**
	2 Sponsorship Party invitations

Silver	Sponsorship Benefits* (a \$1500 value)*
\$500-\$999	Name recognition on PoCo Fest website
	Name recognition in local media advertising materials (over 55,000 shoreline readership)

Bronze	Sponsorship Benefits
< \$499	Name recognition on PoCo Fest website

*Value based on comparable advertising costs for self-promotion

**You must provide an approved tent, table/chairs, and any materials to exhibit in the Vendor Area. For in kind donations of goods or services, please contact admin@nbpotatofest.com or call 203-484-6017.

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Unique Marketing Opportunities

Your business can **“own”** a piece of the Potato and Corn Festival by becoming a Sponsor of one of the following:

5K Cross Country Race*	Your business name on the event and on t-shirts for all runners Presentation of trophies to the race winners Photograph with winners 2 Sponsorship Party invitations
Car and Motorcycle Show	Your business name on the event complete with banner on site Choosing winners of car and motorcycle show and presenting of trophies Photograph with winners 2 Sponsorship Party invitations
Contests and Games Mashed Potato Making, Potato Peeling, Corn Husking, Corn Eating, Potato Sack Races	Your business name on a sign for each event Your business name announced prior to each event Opportunity to present winner of prize for each event 2 Sponsorship Party invitations
Potato and Corn Booth	Your business name/logo on a banner over the Potato and Corn Booth Your business name on all volunteer t-shirts 4 Sponsorship Party invitations
Shuttle Buses	Your business name on all shuttle buses Banner with your business name at shuttle pick up location at Festival site 2 Sponsorship Party invitations
Golf Carts	Your business name on all golf carts Banner with your business name on Festival site 2 Sponsorship Party invitations
Cornhole Tournament	Your business name on sides of cornhole boards Banner with your business name at Cornhole Tournament 2 Sponsorship Party invitations
Entertainment	Your business name on banner over Main Stage and Food Tent Stage Your business name announced prior to each event 4 Sponsorship Party invitations
Firework Display	Your business name on banner over Main Stage Your business name announced prior to the fireworks 4 Sponsorship Party invitations
Volunteer Appreciation	Your business name on all volunteer t-shirts 2 Sponsorship Party invitations

If you and your company would like to become part of this great event, please contact Jenn McCulloch, Festival Coordinator at 203-484-6017 or admin@nbpotatofest.com for additional information.

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