



North Branford Potato & Corn Festival

www.nbpotatofest.com | August 4, 5, 6 & 7, 2022

2022 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.
Unique Marketing Opportunity (See page 3, 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 - \$5,000+ **Platinum** - \$2,500 - \$4,999 **Gold** - \$1,000 - \$2,499

Silver - \$500 - \$999 **Bronze** - < \$499

Complete, scan, and email forms to potatofest@townofnorthbranfordct.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

Attn: PoCo

1332 Middletown Avenue

Northford, CT 06472

***** Payment must be received by May 27, 2022 or we cannot guarantee inclusion in printed or produced materials for the festival. *****

Thank you for your support of the 2022 Potato and Corn Festival!

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



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2022 Sponsorship Donation Levels and Benefits

Diamond	Sponsorship Benefits (a \$9,000 value)*
\$5000+	Name/logo placement on PoCo Fest website
	Name/logo placement in local media advertising materials (45,000+ shoreline readership)
	Name/logo placement in PoCo Festival brochure and materials
	Reserved space in Vendor Area (\$400 value)**
	Name/logo placement on PoCo Fest volunteer T-shirts
	4 VIP parking passes (\$80 value)
	Dedicated banner

Platinum	Sponsorship Benefits (a \$7,500 value)*
\$2500-\$4999	Name/logo placement on PoCo Fest website
	Name/logo placement in local media advertising materials (45,000+ shoreline readership)
	Name/logo placement in PoCo Festival brochure and materials
	Reserved space in Vendor Area (\$400 value)**
	Name/logo placement on PoCo Fest volunteer T-shirts
	2 VIP parking passes (\$40 value)

Gold	Sponsorship Benefits (a \$3,500 value)*
\$1000-\$2499	Name/logo placement on PoCo Fest website
	Name/logo placement in local media advertising materials (45,000+ shoreline readership)
	Name/logo placement in PoCo Festival brochure and materials
	Reserved space in Vendor Area (\$400 value)**
	Name listed on volunteer t-shirts

Silver	Sponsorship Benefits* (a \$1,500 value)*
\$500-\$999	Name recognition on PoCo Fest website
	Name recognition in local media advertising materials (45,000+ 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 potatofest@townofnorthbranfordct.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:

Potato and Corn Booth \$2,500	All platinum level benefits plus... Your business name/logo on a banner over the Potato and Corn Booth
Shuttle Buses \$2,500	All platinum level benefits plus... Your business name on all shuttle buses Banner with your business name at shuttle pick up location at Festival site
Entertainment \$2,500	All platinum level benefits plus... Your business name & logo on a banner at the Main Stage and Food Tent Stage Your business name announced prior to each event
Firework Display \$2,500	All platinum level benefits plus... Your business name on banner at the Main Stage Your business name announced prior to the fireworks
Golf Carts \$1,500	All gold level benefits plus... Your business name & logo displayed on all golf carts
Free Contests and Games \$1,000 Mashed Potato Making, Potato Peeling, Corn Husking, Corn Eating, Potato Sack Races & more	All gold benefits plus... Your business name on a sign at each event Your business name announced prior to each event Opportunity to present winner with prize for each event
Volunteer Appreciation \$1,000	All gold level benefits plus... Your business name displayed on a sign at volunteer check-in Your business announced throughout the weekend
Car & Motorcycle Show \$500	All silver benefits plus... Your business name announced throughout the event Choosing winners of car and motorcycle show and presenting of trophies Photograph with winners
Cornhole Tournament \$500	All silver benefits plus... Your business name on sides of Cornhole boards Your business name announced throughout the event

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