



TASTE OF THE CATSKILLS FESTIVAL  
53 MAIN STREET  
DELHI, NY 13753  
TASTEOFTHECATSKILLS.COM  
607-746-8886

## GENERAL SPONSORSHIP LEVELS

These sponsorship packages are for the entire year's worth of exposure. You will be promoted on our website the entire year and during both major Taste of the Catskill Festivals. Should we do any smaller events during the year, you will be listed as a sponsor of those events as well. Please do not hesitate to call with any questions.

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### EVENT SPONSOR

Your significant contribution has gone a long way towards making the festivals possible. We will let people know that by prominent mention in our promotional materials and top listing on our sponsorship signs and program book.

#### AS AN EVENT SPONSOR YOU WILL GET:

- 12 Dinner tickets to be used at either festival
- 12 VIP wristbands — see website for advantages
- 25 Admission tickets to be used at either festival
- 25% off additional dinner tickets
- Prominent mention in all press releases.
- Use of name and logo in large advertisements.
- Use of name and logo on posters.
- Banner ad on every page of website [must provide own banner ad or have one made: contact us for details]
- Listing as Event Sponsor in program
- Listing on sponsor page of website with link to your website
- Booth at event if desired — please reserve now to ensure space
- Investment: \$5,000

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### CURATOR OF THE CATSKILLS

- 6 Dinner tickets to be used at either festival
- 6 VIP wristbands — see website for advantages
- 10 Admission tickets to be used at either festival
- 25% off additional dinner tickets
- Use of name and logo in large advertisements.
- Use of name and logo on posters.
- Banner ad on every page of website [must provide own banner ad or have one made: contact us for details]
- Listing as Curator of the Catskills Sponsor in program
- Listing on sponsor page of website with link to your website
- Booth at event if desired — please reserve now to ensure space
- Investment: \$2,000

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### 4 STAR CATSKILL SUPPORTER

- 4 Dinner tickets to be used at either festival
- 4 VIP wristbands — see website for advantages
- 4 Admission tickets to be used at either festival

- 25% off additional tickets
- Banner ad on four [4] pages of website [must provide own banner ad or have one made: contact us for details]
- Additional banner ads at 50% discount
- Booth at event if desired — please reserve now to ensure space
- Listing in program
- Listing on sponsor page of website with link to your website
- Investment: \$1000

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### 3 STAR CATSKILL SUPPORTER

- 25% discount of Taste of the Catskills Dinner tickets
- Banner ad on two [2] pages of website [must provide own banner ad or have one made: contact us for details]
- Additional banner ads at 50% discount
- 4 admission tickets to TOC Festival
- 1/2 price booth at event if desired
- Listing on sponsor page of website with link to your website
- Listing in program
- Investment: \$500

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### 2 STAR CATSKILL SUPPORTER

- 25% discount of Taste of the Catskills Dinner tickets
- 1/2 price banner ads on website [must provide own banner ad or have one made: contact us for details]
- 4 admission tickets to TOC Festival
- Listing on sponsor page of website with link to your website
- Listing in program
- Investment: \$200

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### 1 STAR CATSKILL SUPPORTER

- 1/2 price banner ads on website [must provide own banner ad or have one made: contact us for details]
- 2 admission tickets to TOC Festival
- Listing on sponsor page of website with link to your website
- Listing in program
- Investment: \$100

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### WHERE TO STAY SPONSOR

- Listing on website on "Where to Stay" page — [TasteOfTheCatskills.com/where-to-stay/](http://TasteOfTheCatskills.com/where-to-stay/)
- When people call and ask about accommodations, we will recommend your lodge
- 2 admission tickets to TOC Festival
- Listing on sponsor page of website with link to your website
- Listing in program
- \$150



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## SPECIFIC ACTIVITY SPONSOR

We have many ideas for great activities that we'd like to include in the Taste of the Catskills Festivals this year. Unfortunately most of them require financial support. Here is a list of some of the things we have planned and what the cost will be to implement. If you would like ensure that one of these activities [or another one that you think is a great idea] is part of the festival, sign up to be the Named Sponsor. You will be mentioned as the activity sponsor in all of our promotions, on the website, and in our program book. Co-sponsorship is available.

We are happy to decorate your sponsored area to brand your business. However, cost of banners, posters, signs, and anything else that you'd like to use is your responsibility.

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### FIREWORKS

We are working with a professional fireworks company to provide a stunning display that can be enjoyed by everyone in the area on July 2 and 3. We would like to have a show both nights.  
Cost: \$2,500 per show

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### FARMERS TENT

We would like to offer farmers the opportunity to be vendors at no cost. For this to happen, we need a sponsor to cover the cost of the rental items that would normally be covered by the booth fees.  
Cost: \$7,000 for Summer and Autumn Festivals

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### CONCERT UNDERWRITER

We would like to stage a major musical concert on one or more nights of the summer festival. We are looking for a business or promoter that would like to underwrite the show and in turn receive proceeds from ticket sales.  
Cost: dependent on act — many variables, please contact

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### BAR AREA

This is a great opportunity for a brewer or vintner to be the main focus of 10,000 potential guests. You will be the exclusive pour for the beverage you produce.  
Cost: \$5,000 per festival — in-kind trade accepted

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### ENTERTAINMENT STAGE

Music was a large part of the fun last year. The performers played for less than normal. We'd like to be able to offer living wages to these artists. With proper banners, you will be front and center of thousands of festival goers.  
Cost: \$5,000 per festival

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### FLAGS

We'll hand out flags to all the kids that attend.  
Cost: Depends on size and quality of the flags chosen

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### ART GALLERY

Promote yourself as a patron of the arts by sponsoring the Art Gallery. Your sponsorship fees will cover the cost of setting up and staffing it during the festival so that artwork is never unattended.  
Cost: \$1,800 for Summer and Autumn Festivals

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### WORKSHOP/EDUCATION AREA

Sponsor the workshop headquarters. Your sponsorship will cover the costs of setting up and staffing the area.  
Cost: \$1,800 for Summer and Autumn Festivals

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### KID'S ACTIVITIES AREA

This is the epicenter of the festivals — thousands of kids and their parents are here every day. We'll make sure that they know you made it all possible.  
Cost: \$5,000 for Summer and Autumn Festivals

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### TECHNOLOGY/ATM/WI-FI

We would like to offer ATM services, credit card processing, and wi-fi. Maybe you are a technology company that can make this happen?  
Cost: \$500 plus services

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### FIRST AID/EMT/HEALTH EDUCATION

We'd like to have a first aid station. Great opportunity for a doctor, clinic, or hospital to support the community and promote.  
Cost: \$500 plus services

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### BILLBOARD

Help us promote by promoting yourself. Last year we had success with billboard promotion. We'd like to do more this year. If you pay for the board, we'll share the space.  
Cost: depends on location and duration of promotion

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### TRANSPORTATION

Some golf carts or four wheelers for staff to get around the grounds.  
Cost: in-kind trade

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### HOT AIR BALLOON

A balloon to give tethered rides. We would charge for rides, so you will hopefully recoup most of the initial investment. You would of course get to take as many rides as you want.  
Cost: \$5,000 per day — we're trying to negotiate a lower rate.

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### PRIZES

Looking for prizes for kids games, cooking contests, and other events at the festival. Open to ideas.