



# North Branford Potato & Corn Festival

www.northbranfordpocofestival.com

August 4, 5, & 6, 2023

## 2023 Sponsorship Packet

<b>Business or Organization Name</b>			
<b>Contact Name</b>			
<b>Phone #</b>			
<b>Email address</b>			
<b>Address</b>			
<b>City/Zip</b>			
<b>Website / Social Media links</b>			
<b>May we link to your website or social media sites?</b>			
<b>Vendor Booth*</b> with 10k or more	<b>Yes</b>	<b>No</b>	<b>Exhibitors must bring an approved tent, table/chairs and own materials. Booth must be for the business name that made donation.</b>
<b>Unique Marketing Opportunity</b> (See page 3, leave blank if not sponsoring)			
<b>In Kind Sponsorship</b> (Leave blank if not donating items or products)	<b>Yes</b>	<b>No</b>	<b>Item(s) to be donated and approximate value:</b>

### 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](mailto: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 needs to be received by May 27, 2023 or we cannot guarantee inclusion in printed or produced materials for the festival. \*\*\***

***Thank you for your support of the 2023 Potato and Corn Festival!***

## 2023 Sponsorship Donation Levels and Benefits

<b>Diamond</b>	<b>Sponsorship Benefits (a \$9,000 value)*</b>
<b>\$5000+</b>	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 (\$300value)**
	2 parking passes
	Dedicated banner on site for entire festival

<b>Platinum</b>	<b>Sponsorship Benefits (a \$7,500 value)*</b>
<b>\$2500-\$4999</b>	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
	Banner displayed on festival grounds
	2 parking passes (\$40 value)

<b>Gold</b>	<b>Sponsorship Benefits (a \$3,500 value)*</b>
<b>\$1000-\$2499</b>	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
	Marketing sign on festival grounds

<b>Silver</b>	<b>Sponsorship Benefits* (a \$1,500 value)*</b>
<b>\$500-\$999</b>	Name recognition on PoCo Fest website and lawn sign on festival grounds
	Name recognition in local media advertising materials (45,000+ shoreline readership)

<b>Bronze</b>	<b>Sponsorship Benefits</b>
<b>&lt; \$499</b>	Name recognition on PoCo Fest website and lawn sign on festival grounds

*\*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. Any sponsor utilizing the sponsor booth, must promote or use the name of the company in which the donation came from.*

*For in kind donations of goods or services, please contact [potatofest@townofnorthbranfordct.com](mailto:potatofest@townofnorthbranfordct.com) or call 203-484-6017.*

## Unique Marketing Opportunities

Your business can “*own*” a piece of the Potato and Corn Festival by becoming a Sponsor of one of the following: \*\*\* we prefer these unique opportunities to be a monetary donation\*\*\*\*\* All options listed below also come with a banner placed near exit & entrance to festival grounds

<b>Potato and Corn Booth</b> <b>\$2,500</b>	All platinum level benefits plus... Your business name/logo on a banner over the Potato and Corn Booth
<b>Shuttle Buses</b> <b>\$2,500</b>	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
<b>Entertainment Stage</b> <b>\$3000</b>	All platinum level benefits plus... Your business name & logo on a banner at the Main Stage Your business name announced prior to each entertainer on stage
<b>Firework Display</b> <b>\$2000</b>	All platinum level benefits plus... Your business name on banner at the festival Your business name announced prior and after the fireworks
<b>Golf Carts</b> <b>\$1,750</b>	All gold level benefits plus... Your business name & logo displayed on all golf carts
<b>Free Contests and Games</b> <b>\$1,000</b> 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 Opportunity to present winner with prize for each event
<b>Volunteer Appreciation</b> <b>\$1,000</b>	All gold level benefits plus... Your business name displayed on a sign at volunteer check-in Your business announced throughout the weekend
<b>Car &amp; Motorcycle Show</b> <b>\$750</b>	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
<b>Beer &amp; Wine tent</b> <b>\$1500</b>	All silver benefits plus... Your business name on banner above entrance and near serving area(s)