



North Branford Potato & Corn Festival

nbpocofestival.com | August 2-4, 2024



22nd Anniversary

SPONSORSHIP

• THE FESTIVAL

The North Branford Potato and Corn Festival, more commonly known as the PoCo, started as a one-day event over 20 years ago to celebrate the role of agriculture in our community, especially all of the home grown corn! It has blossomed into a spectacular 3-day week end of family fun.

• WHO WE ARE

The PoCo Festival is hosted by the North Branford Park, Recreation, and Senior Center Department. This volunteer driven, non-profit event aims to bring beloved traditions to guests year after year as well as offer new and innovative features in order to bring the community together and create lasting memories.

• WHY PARTNER WITH US

Community Exposure

An investment in North Branford

Company recognition to over 25,000 festival goers

Advertising exposure to over 45,000 households

AUGUST
2-4 2024



#NorthBranfordPoCoFest

FROM THE COORDINATORS

It's all eyes and ears in North Branford the first full weekend of August every year. The residents of North Branford elevate potato and corn to extraordinary heights during this 3-day festival. Emerging almost overnight in a hay field at the former Augur Farm on Rt. 22 in the middle of town, a midway with rides, dozens of food, business, and craft vendors, potato and corn themed contests, tractor pulls, and a classic car show all appear. Many bands and local entertainment perform along with a spectacular fireworks display – some say among the best in the state – occurs on Saturday night!

The PoCo Festival greatly appreciates the generosity of its past sponsors. We would like to extend an invitation for your business to join us this year in supporting the community by sponsoring the festival. Please check out the benefits of becoming a sponsor and the variety of sponsorship opportunities listed below. We would love to highlight your business!

The festival is so much more than just a three-day event. The festival gives back to the community by making donations and volunteering at local programs such as the North Branford Senior Center for their holiday luncheon; the North Branford PTO organizations; Project Graduation at North Branford High School and the North Branford Food Pantry. It creates fundraising opportunities for non-profits and offers generous donations to various sports teams and Boy Scout Troops whose teams work tirelessly to help make the festival a success.

Steve Torino, Mary-Elissa Giovanni, Elisa Pannone,
Rose Angeloni, Jessie Caetano
The North Branford Potato and Corn festival coordinator Team



QUICK FACTS

Each year the festival draws between 20,000 to 30,000 people

It takes over 50 volunteers to successfully run the festival.

Fiesta's Ferris wheel is the 3rd largest in New England.

Over 20 artists, 25 musicians, 10 non-profit organizations are supported annually through the festival

The average American eats approximately 126 pounds of potatoes each year.

The potato is a relative of tobacco and the tomato.

Corn always has an even number of rows on each year; there is one piece of silk for each corn kernel; an average ear of corn has 800 kernels, arranged in 16 rows.

In 1952 Mr. Potato Head was born and was the first toy advertised on television.

Potatoes are one of the most popular fresh vegetables in the US.

Corn is an ingredient in more than 3,500 grocery products

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2024 OPPORTUNITIES

SPONSORSHIPS

	Diamond \$5,000+	Platinum \$2,500-\$4,999	Gold \$1,000-\$2,499	Silver \$500-\$999	Bronze <\$499
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	●	●	●	●	
2 weekend wristbands and 2 general parking passes	●	●			
Banner on site for entire festival	● <i>Dedicated</i>	●			
Marketing sign on festival grounds			●		
Name recognition on PoCo Fest website and lawn sign on festival grounds				●	

UNIQUE MARKETING OPPORTUNITIES

FIREWORK DISPLAY **\$5,000**
5 AVAILABLE
All Platinum level benefits plus...
Your business name on banner at the festival
Your business name announced prior and after the fireworks

ENTERTAINMENT STAGE **\$4,000**
All Platinum level benefits plus...
Your business name & logo on a banner at the Main Stage
Your business name announced prior and after each entertainer on stage

GOLF CARTS **\$3,000**
All Platinum level benefits plus...
Your business name & logo displayed on golf carts

BEER & WINE TENT **\$3,000**
All Platinum benefits plus...
Your business name on banner above entrance and near serving area(s)

EXOTIC PETTING ZOO **\$2,500**
4 AVAILABLE
All Platinum benefits plus...
Your business name on a sign in zoo area

TRACTOR PULLS **\$2,500**
2 AVAILABLE
All Platinum benefits plus...
Your business name on a sign in tractor pull area

SHUTTLE BUSES **\$2,000**
4 AVAILABLE
All Gold level benefits plus...
Your business name on all shuttle buses

CAR & MOTORCYCLE SHOW **\$2,000**
All Gold benefits plus...
Photograph with winners

POTATO AND CORN BOOTH **\$1,500**
3 AVAILABLE
All Gold level benefits plus...
Your business name/logo on a banner over the Potato and Corn Booth

Unique marketing is only for the sponsorships listed under "Unique Marketing", they can not be combined with any other tiered sponsorship.

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2024 SPONSORSHIP INTEREST FORM

Sponsorship values based on comparable advertising costs for self-promotion

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

I'm interested in sponsoring!

ORGANIZATION	EMAIL		
NAME OF CONTACT	PHONE		
ADDRESS	CITY	STATE	ZIP
FACEBOOK@	INSTAGRAM@		
SPONSORSHIP LEVEL	\$ AMOUNT		

DEADLINE: May 25, 2024

*** Payment needs to be received by May 25, 2024 or we cannot guarantee inclusion in printed or produced materials for the festival. ***

PLEASE MAIL OR DROP OFF
FORM AND/OR CHECK TO:
North Branford Parks and Rec
Attn: PoCo
1332 Middletown Ave
Northford, CT 06472

NOTE: CHECKS AND LOGOS
MUST BE RECEIVED 8-10
WEEKS BEFORE THE EVENT
TO ENSURE LOGO IS ON
MAXIMUM ADVERTISING

LOGO SHOULD BE IN .EPS OR VECTOR FORMAT. IF YOU HAVE QUESTIONS ABOUT LOGOS,
PLEASE E-MAIL potatofest@townofnorthbranfordct.com