



North Branford Potato & Corn Festival

nbpocofestival.com | August 1-3, 2025



The 23rd annual North Branford Potato and Corn Festival will be held August 1-3, 2025.

The PoCo Festival greatly appreciates the generosity of past sponsors and would like to extend the invitation for you and your business to join us this year. Our festival is self-sustaining and relies on the continued support of local businesses and residents. Enclosed you will find a variety of sponsorship opportunities. We would love to highlight your business at our 2025 PoCo festival.

The PoCo Festival attracts between 20,000-30,000 people each year. We offer a midway with rides; a variety of food vendors; a marketplace featuring artisans, businesses; nonprofits and civic organizations; entertainment from local dance companies; kid's activities and more. We offer music from local and nationally recognized bands. We are excited to announce our 2025 entertainment includes; Juice Box, Anchor Management and Shot

Down. We're thrilled to showcase a breathtaking fireworks display on Saturday night—widely regarded as one of the best in the state!

Your support not only ensures the ongoing success of the PoCo Festival but enables us to support North Branford programs and organizations such as the Senior Center, Food Pantry, and various school and civic organizations in the community.

Thank you for your consideration and we hope you will join us for the 2025 PoCo Festival. Please reach out to one of the coordinators with questions or inquiries by email at potatofest@northbranfordct.gov.

Thank you,
Steve Torino, Mary-Elissa Giovanni, Elisa Pannone,
Rose Angeloni, Kerry Haynes
PoCo Festival Coordinator Team

AUGUST
1-3 2025



#NorthBranfordPoCoFest

2025 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 and all produced media	•	•	•	•	•
Banner on site for entire festival with logo	•	•			
2 weekend wristbands and 2 general parking passes	•	•			
Marketing sign on festival grounds			•		
Name recognition on PoCo Fest website and lawn sign on festival grounds				•	

UNIQUE MARKETING OPPORTUNITIES

FIREWORK DISPLAY Your business name on banner at the festival Your business name announced prior and after the fireworks Your business name on all produced media \$5,000 5 AVAILABLE	TRACTOR PULLS Your business name on a sign in tractor pull area Your business name on all produced media \$2,500 2 AVAILABLE
ENTERTAINMENT STAGE Your business name & logo on a banner at the Main Stage Your business name announced prior and after each entertainer on stage Your business name on all produced media \$4,000	VICTORIA CIRCUS Your business name & logo on a banner Your business name on all produced media \$2,500 4 AVAILABLE
GOLF CARTS Your business name & logo displayed on golf carts Your business name on all produced media \$3,000	SHUTTLE BUSES Your business name on all shuttle buses Your business name on all produced media \$2,000 4 AVAILABLE
BEER & WINE TENT Your business name on banner above entrance and near serving area(s) Your business name on all produced media \$3,000	POTATO AND CORN BOOTH Your business name/logo on a banner over the Potato and Corn Booth Your business name on all produced media \$1,500 3 AVAILABLE

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

2025 SPONSORSHIP FORM

For in kind donations of goods or services, please contact
potatofest@northbranfordct.gov or call 203- 484-6017.

BUSINESS OR ORGANIZATION		EMAIL	
CONTACT NAME		PHONE	
ADDRESS	CITY	STATE	ZIP
MAY WE LINK TO YOUR FACEBOOK OR INSTAGRAM?	(Y/N)	FACEBOOK@	INSTAGRAM@
WEBSITE			
SPONSORSHIP LEVEL OR UNIQUE SPONSORSHIP		\$	AMOUNT

DEADLINE: May 31, 2025

*** Payment needs to be received by May 31, 2025 or we cannot guarantee
inclusion on 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 to 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@northbranfordct.gov