

LKPT FOOD FEST

I am proud to announce that Lockport Main Street, Inc. is launching a new food festival this summer focused exclusively on local restaurants, food producers, wineries, distilleries, beer producers, specialty food producers, and farms. The Lockport Food Fest will be held on Sunday, August 11th, 2019 and will feature the following:

- Restaurants will be central to the event, offering tasting portions of their specialty dishes. We want to showcase what each establishment does best, so there will be no restrictions on the types of food at the festival! (Except, no alcohol without a permit and tasting portions only on all dishes.)
- A marketplace with a collection of Lockport Community Farmers Market vendors as well as additional specialty food businesses and wineries/distilleries.
- Local musicians performing throughout the day.
- A large dining tent as well as cocktail tables will be available for easy dining. Carrying trays will be handed out for guests to purchase a collection of foods to enjoy at once.
- A Family Area that provides games, art, activities and resting areas for families with young children. This area will include the new Baby Space tent which will provide a comfortable and secluded area for nursing mothers, baby changing, and a break from the sun.
- A basket raffle tent will be on site with raffle items. Sheets of tickets will sell for \$10 each, 25 tickets per sheet, or three sheets for \$25. This fundraiser portion of the event will benefit Lockport Main Street, Inc. and help offset the cost of the festival.
- Sponsorships will be available in a multitude of ways to accommodate all parties interested in being part of this exciting new event!

Lockport Main Street, Inc. has overseen many successful events in Lockport including the Lockport Community Farmers Market, Locktoberfest, Soup-A-Palooza, the Lockport Glass Barge Festival 2018, and the Albany Symphony Orchestra's Water Music New York Concert 2017. With our proven track record of quality events we are confident that you will want to be part of the first annual Lockport Food Fest!

We hope you are getting hungry!

Jessica Dittly
Executive Director

Colton Balcerzak
Assistant Director

Jessica Oates
Special Event Assistant

Lockport Main Street Inc.
1 East Ave. Lockport, NY 14094
(716) 434-0212

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Event Sponsorship:

Each Sponsorship level helps to build a viable festival with multiple points of recognition for your business or organization:

<p>Title Sponsor \$3,000.00 One Package Available</p> <ul style="list-style-type: none"> -Logo on website sponsor page -Logo on flyers and posters -Inclusion in event press release -Dedicated press announcement of sponsorship -Dedicated social media mention -Thank you mention in email blast -Complimentary booth at event -<i>On-site logo Placement with logo on event banner.</i> -<i>2 Full page ads in Event Menu/ Program-</i> <i>prominent placement on inside covers</i> -<i>Listed as presenting sponsor in all materials including totes, shirts and giveaways</i> 	<p>Elite Sponsor \$1,500.00 3 Packages Available</p> <ul style="list-style-type: none"> -Logo on website sponsor page -Logo on flyers and posters -<i>Inclusion in event press release</i> -<i>Dedicated press announcement of sponsorship</i> -Dedicated social media mention -Thank you mention in email blast -<i>Complimentary booth at event</i> -<i>On-site logo Placement</i> -<i>Full page ad in Event Menu/ Program</i> 	<p>Gold Sponsor \$500.00 10 Packages Available</p> <ul style="list-style-type: none"> -Logo on website sponsor page -<i>Business Logo on flyers and posters</i> -Dedicated social media mention -<i>Thank you mention in email blast</i> -<i>Quarter page ad in Event Menu/ Program</i> 	<p>Silver Sponsor \$250.00 15 Packages Available</p> <ul style="list-style-type: none"> -Logo on website sponsor page -Business Name on flyers and posters -Dedicated social media mention -Business listing in Event Menu/ Program
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Special Sponsorship Opportunities:

- **Festival Music Sponsor, One Package Available- \$1,000.00** same as Gold Sponsor plus exclusive business name and logo on stage as Music Sponsor & all music signage, social media posts affiliated with musical entertainment, business name and logo listed on table tent signs placed at all dining tables within festival
- **Hospitality Sponsor, One Package Available- \$1,000.00** same as Gold Sponsor plus logo on 3,000 cocktail napkins, exclusive banner in dining tent and business logo on 500 water bottles alongside Lockport Food Fest Logo, Title Sponsor and Elite Sponsor, business name & logo listed on table tent signs placed at all dining tables within festival, and complimentary ¼ page ad in Event Program
- **Welcome Sponsor, One Package Available- \$1,000.00** same as Gold Sponsor plus logo on Event welcome banners at three points of entrance to the festival, business logo on street closure barricade banners (eight banners in total); business name and logo listed on table tent signs placed at all dining tables within festival, & complimentary ¼ page ad in Event Program
- **Restaurateur Sponsor, 3 Packages Available- \$1,000.00** *this is exclusive to restaurant suppliers* who will help offset costs for businesses to attend the festival. Gold package as above plus info. packets to be handed out to each participating restaurant with a cover letter from Lockport Main Street explaining your sponsorship of them & any marketing materials you wish to distribute, all marketing materials provided by you, and dedicated sponsorship banner on generator trailer(s).

I am interested in becoming a sponsor of the 2019 First Annual LKPT FOOD FEST!

Sponsorship Package Requested_____

Business/Organization Name_____

Contact Person Name_____

Contact Person Phone_____

Business Website_____

Business Address_____

Please include Sponsorship Package Payment with this letter. All checks to be made to Lockport Main Street Inc. If you wish to pay by credit card please check the box here and we will contact you to make a payment by phone.

****Sponsorships are not secure until payment is received in full.****

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Sponsorships not your thing, how about an advertisement in our brochure?

We will be printing **1,000** Event Brochures that will include:

Vendor Menus

- List of all participating restaurants and menu of options including price

Event Information:

- List of all non restaurant vendors and small description of their offerings
- Festival map, 2 page spread
- Event Info Page to include LMS information, volunteer groups, emergency contact information
- Entertainment lineup and sponsor recognition
- Family Zone information and sponsor recognition
- Sponsors Page with logos and business names of all event sponsors
- Basket raffle 2 page spread with information
- Local advertisers
- People's Choice Ballot on tear-off back cover

Full Page Advertisement: *reserved for Title and Elite Sponsors*

Half Page Advertisement: 5.50" wide by 4.25" high \$150.00

Quarter Page Advertisement: 2.25" wide by 4.25" high \$100.00

Eighth Page Advertisement: 2.25" wide by 1.125" high \$50.00

I am interested in becoming an advertiser in the 2019 First Annual LKPT FOOD FEST Brochure!

Advertisement Size Requested _____

Business/Organization Name _____

Contact Person Name _____

Contact Person Phone _____

Business Website _____

Business Address _____

Please include Sponsorship Package Payment with this letter. All checks to be made to Lockport Main Street Inc. If you wish to pay by credit card please check the box here and we will contact you to make a payment by phone.

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Still looking for a different way to have your business present at the Lockport Food Fest, how about being part of our Basket Raffle?

We will be hosting an amazing basket raffle at the festival. The proceeds of the raffle will go to cover the operating costs of the festival and support the programs of Lockport Main Street. The basket raffle tent will be host to gift certificates from all participating restaurants as well as many other experience related certificates and vouchers. Each of the basket raffle items will showcase the magnificent business community of Lockport and entice patrons to discover all that Lockport has to offer. Raffle tickets will be sold in sheets of 25 tickets for \$10 or 3 sheets for \$25. All basket donations will be listed on signage, as well as the festival website.

Lockport Main Street is a non-profit, 501-c3 and all donations are considered charitable donations. A letter will be sent to you stating your donation as such. Please indicate value of donation with this letter so the proper letter can be written for your 2019 taxes. Our organization's mission is to build the vitality of downtown Lockport by offering business and community support. We follow this mission by overseeing tourism efforts for the City of Lockport, hosting several events that support small business, community engagement in the business district, beautification and public art in the downtown district, large event oversight on behalf of the City of Lockport, business networks and education opportunities and a constant presence of support for our businesses and community partners. We look towards grants and funding from our local partners to ensure that we can continue to be a stable presence for our community. We appreciate you considering to support us as well.

I am interested in donating an item for the 2019 First Annual LKPT FOOD FEST Basket Raffle!

Item to be donated for Basket Raffle_____

Business/Organization Name_____

Contact Person Name_____

Contact Person Phone_____

Business Website_____

Business Address_____

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Calling All Volunteers!

We are looking for energetic community members to help us at the Lockport Food Fest. We have several roles that need to be filled and we would love to work with you!

Areas we are looking for volunteers (please check the box if interested):

- Information Tents: general event information, raffle ticket sales, greeters, merchandise sales
- Grounds maintenance: walk the grounds of the festival to ensure no litter is present, tables are clear, guests are content
- Basket Raffle Tent: raffle ticket sales, explain raffle process, ensure the safety of raffle items, obtain customer records for winner contact
- Food Judging and Entertainment Assistance: process restaurant submissions for judges, assist judges while food contests take place, assist musicians throughout day

Sponsorship Volunteer Opportunities, Family Fun Zone:

- We are looking for area partners to host activities in the Family Fun Zone. Suggestions include food demonstrations, children's arts and activities, sports and dance lessons, etcetera. Please fill in what activity you would like to host for the full day and we will work together to build the program and help build a volunteer base to assist you:

I am interested in volunteering at the 2019 First Annual LKPT FOOD FEST!

Business/Organization Name _____

Contact Person Name _____

Contact Person Phone _____

Business Website _____

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