

# FINGER LAKES CHEESE FESTIVAL

**July 28, 2018**  
**Sponsorship Opportunities**



*Finger Lakes*  
  
*Cheese Alliance*

# OUR EVENT

Combine a big family summer picnic with a farmers market and you get the Finger Lakes Cheese Festival. It's a day of family farm fun held on the sprawling grounds of Sunset View Creamery in Odessa, just outside of Watkins Glen and Ithaca.

In this, our seventh year, the festival features:

- The creameries of the Finger Lakes Cheese Alliance, sampling & selling their artisanal cheeses in one spot all day
- Expanded festival grounds for more local farms, food producers and artisans
- Fantastic food to please every palate
- Live Music throughout the day by area bands
- Wine, Beer, Cider & Cheese Pairing Seminars
- Cooking with Cheese Demonstration with Local Chefs
- Farm Tours
- Petting Zoo and Hay Rides
- Kids Midway



# WHO ARE OUR GUESTS?

The Cheese Festival has truly become an anticipated annual event! We've expanded the festival grounds and added a permanent pavillion for dining and music. Last year more than 7000 people attended the event.

- Ardent Cheese Lovers
- Foodies
- Families
- Finger Lakes Visitors & Vacationers
- Buy Local Supporters
- Farm Market Users



# WHERE ARE THEY FROM?



- Finger Lakes
- Rochester
- Syracuse
- Ithaca
- Albany/Capital District
- New York City/Downstate
- Buffalo/Niagara Falls
- OH, IL, FL, PA, DE, LA, NJ, CA
- Canada, Germany, and England



# MARKETING

We get the word out using focused national and local PR initiatives, multiple media outlets, a local poster campaign, individual farm email marketing and social media. Our website, [flxcheese.com](http://flxcheese.com) provides a consolidated resource for all of the events of the Alliance member farms. We also do local and regional print, local radio, as well as national online ads, top travel and tourism sites, and event calendar placement.



# YOUR SPONSORSHIP

Depending on your level of sponsorship, you will have different opportunities, but every level guarantees you an excellent opportunity to tap into regional economic drivers and exposure to a passionate, supportive market. Our guests are local consumers as well as tourists and visitors to the area who come to learn, taste, try and buy!



# YOUR COMMITMENT

- Helps us to focus national attention on our region and its local farms and businesses.
- Showcases your organization's commitment to the Buy Local and Agritourism movements in the Finger Lakes and surrounding areas.
- Helps to grow an already established event that drives tourism and purchasing decisions



# SPONSORSHIP LEVELS

To receive all of your sponsor benefits, your commitment must be received in writing at [flxcheesealliance@gmail.com](mailto:flxcheesealliance@gmail.com) by **APRIL 15, 2018**  
Funds and completed forms are due by **MAY 15, 2018**  
Advertisements due by **JUNE 15, 2018**

## **BRONZE \$250**

- Logo placement on Event Sponsors Banner
- Online presence (listing & link on [flxcheese.com](http://flxcheese.com) and Finger Lakes Cheese Alliance Festival Facebook & Twitter)
- Social media mention
- Promotional material distribution on Sponsor Table
- 2 complimentary event tickets
- Business card sized ad in the event program

## **GOLD \$500**

- Logo placement on Event Sponsors Banner
- Online presence (listing & link on [flxcheese.com](http://flxcheese.com) and Finger Lakes Cheese Alliance Festival Facebook & Twitter)
- Social media mentions
- Promotional material distribution on Sponsor Table
- 4 complimentary event tickets
- ¼ page ad in the event program

## **PLATINUM \$1000**

- Logo on event posters & advertisements
- Online presence (listing & link on [flxcheese.com](http://flxcheese.com) and Finger Lakes Cheese Alliance Festival Facebook & Twitter)
- Multiple social media promotion & mentions
- Complimentary booth space (a \$100 value!)
- Promo material distribution on Sponsor Table
- Highlighted placement on Event Sponsors banner
- PR mentions
- 6 complimentary event tickets
- Event day recognition
- Half page ad in the event program

## **PREMIER \$1500**

- Logo on event posters & advertisements
- Online presence (listing & link on [flxcheese.com](http://flxcheese.com) and Finger Lakes Cheese Alliance Festival Facebook & Twitter)
- Multiple social media promotion & mentions
- Complimentary booth space (a \$100 value!)
- Promo material distribution on Sponsor Table
- Featured placement on Event Sponsors banner
- PR mentions
- 8 complimentary event tickets
- Event day recognition and interview with your representative
- Integrated marketing of your chosen product or service
- Full page color ad in the event program



# SPONSORSHIP FORM

SPONSOR NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

PHONE: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ EXT: \_\_\_\_\_

EMAIL: \_\_\_\_\_@\_\_\_\_\_

## SPONSORSHIP LEVEL

PREMIER  GOLD  
 PLATINUM  BRONZE

SPONSORSHIP AMOUNT: \$ \_\_\_\_\_

**COMMITMENT DUE  
BY APRIL 15, 2018  
FORM & FUNDS  
BY MAY 15, 2018**

## PAYMENT OPTIONS:

Check enclosed (Please make checks payable to Finger Lakes Cheese Alliance)  
 Charge my credit card:  MC  Visa (We will call you for security code from back of card.)  
Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_

## CORPORATE LOGO & ADVERTISEMENT

Please email a high resolution version (300dpi or more) of your logo to [flxcheesealliance@gmail.com](mailto:flxcheesealliance@gmail.com) and provide the name and contact info of your marketing/design representative below:

\_\_\_\_\_  
BIO (TELL US A BIT ABOUT YOURSELF):

\_\_\_\_\_  
MAIL COMPLETED FORM AND SPONSORSHIP FUNDS BY **MAY 15th** TO:  
SUNSET VIEW CREAMERY | 4970 COUNTY ROAD 14 | ODESSA, NY 14869  
ATTN: FINGER LAKES CHEESE FESTIVAL

