



## **SPONSORSHIP INFORMATION**



Dear Cream Cheese Festival Sponsor:

Dear Sponsor,

On behalf of The Lowville Cream Cheese Festival committee and the 10,000+ festival participants this past year, we would like thank you for your interest in supporting our event. Without the sponsorship of private businesses, the Lowville Business Association, Village of Lowville, and Kraft Foods, this festival could not be held.

The Cream Cheese Festival has become the largest, one day family event in Lewis County. The third Saturday in September is a day that brings our community together and attracts thousands to our village. Local businesses downtown, community organizations, non profit groups and private artisans and vendors have recognized record sales for the day.

Our committee believes in an event that is essentially free for participants to enjoy. Thus, we rely on corporate and private contributions, vendor fees, and entry fees to the children's rides to meet our budget. The Festival budget has grown to over \$40,000 as we provide more great activities. This budget covers advertising, entertainment, prize money, porta potties, tables, chairs, dumpsters, and a variety of other minor expenses.

Our committee is planning more excitement and events to add to the day. We will incorporate yet another staging area for wacky games. This will be brought to the area previously used as a game staging site at the busy corner/ Shady and State. We will be looking to provide these games for seniors and young adults. We are also expanding the Children's Discovery Park and are planning a new slate of musical attractions. We really hope you will join and agree to a level of sponsorship. The attached sheet outlines the various levels of contribution. Please contact Roger Abbey at (315)-376-8688, Cathy O'Brien-(315)-408-5142, Eric Virkler (315) 486-0088 for questions or to discuss these options. We look forward to assisting your business grow along with our festival.

*The Cream Cheese Festival Committee*

# Sponsorship Levels

## Your Community Needs You!

### “Honorable Mention” (Donation Up to \$99.00)

### “Friends of the Festival” (Donation \$100 to \$499)

- Listing as a contributor on our Website: [www.creamcheesefestival.com](http://www.creamcheesefestival.com) for 12 months.
- Listed as a contributor in the program distributed
- Recognized at the opening ceremony.

### “Silver” (Donation \$500 to \$999)

- Same as above plus:
- Listed on front stage banner
- Thanked by name in frequent announcements at the festival
- After the 2<sup>nd</sup> consecutive year of donating at this level or above, a wall plaque will be presented to business

### “Gold” (Donation \$1,000 to \$2,499)

- Same as above plus:
- Logo and Business Prominently displayed on the home page of our website
- Listed on posters advertising the festival
- Named as sponsor for one of our “Wacky” games.\*\* Your name will be on the sign announcing the game.
- 10’X10’ vendor space on the day of the event

### “Platinum” (Donation \$2,500 and above)

- Same as all the above plus:
- Named in press releases as “Platinum Sponsor”
- Named on television and radio ads

**\*\*Our top contributors will be prominently displayed as a sponsor for our contests this year. Being a sponsor for an event gives your business recognition through all of the advertising for that event, your business name on a sign announcing the event on the day of the festival and we would love to include a person representing your company in announcing the winners of the event.**

-----Please detach & return with your contribution -----

## Lowville Cream Cheese Festival

Please circle your support level. (Please circle one.)

**“Honorable Mention”      “Friends of the Festival”      “Silver”      “Gold”      “Platinum”**

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Enclosed please find my check/cash for \_\_\_\_\_

How do you wish to be recognized. (Please Circle One)    Business    Personal    or I do not want recognition

Send contributions to: **Lowville Business Association**  
**PO Box 383**  
**Lowville, NY 13367**