



DOWNTOWN LOWVILLE, NY

CREAM CHEESE FESTIVAL

SPONSORSHIP INFORMATION





Cream Cheese Festival

c/o Lowville Business Association

P.O. Box 383, Lowville N.Y. 13367

www.creamcheesefestival.com

We're excited to announce of the annual Cream Cheese Festival to Historic Downtown Lowville, in the heart of Lewis County, **Saturday, Sept. 21**. The free admission street festival — which will be held from 11 a.m. to 6 p.m. — celebrates Lowville being home to the nation's largest cream cheese plant, Kraft Heinz, which produces Philadelphia Cream Cheese.

Lowville native Beth Hall, co-host of 7News This Morning on WWNY-TV-7 and FOX 28, will again serve as emcee for this year's event, kicking off festivities from the Main Stage on North State Street. Musical entertainment for that stage, coordinated by Jasyn Griffin, will again begin this year starting at 11 a.m. Opening ceremonies at the Main Stage will officially kick things off at 12 p.m. In addition to entertainment at the Main Stage on North State Street, musical entertainment will be offered at the Veterans Stage next to American Legion Post 162 on Parkway Drive.

This year's event will again include delicious food, great entertainment, a wide array of vendors, the traditional recipe contest, and the Children's Discovery Park, featuring attractions by Adventures in Climbing in Veterans Memorial Park along Parkway Drive.

The Cream Cheese Festival has attracted much attention since its inception in 2005 and has brought much attention to Lewis County and brought many people to the region, helping the local economy if even one day a year. In 2013, Lowville was recognized as home of the World's Largest Cheesecake by Guinness World Records. That year, the festival welcomed a representative from Guinness World Records who certified the cheesecake made by the plant on Utica Boulevard was indeed the world's largest. The massive creation weighed in at 6,900 pounds — more than 2,000 pounds heavier than the prior mark of 4,703 set in 2009 by a Kraft Foods plant in the country of Mexico.

Unfortunately, we lost the record to a plant in Russia in 2017. **However, this year, we are proud to announce, our friends at Kraft Heinz will attempt to reclaim the record for the World's Largest Cheesecake!**

How can *you* help?

We are working to promote this event and handle all the expenses that come with putting on a great event for our community and the region! We hope you will sponsor this great event at a level that works for you! **No matter what amount of financial support you provide this year, it will all greatly help us to put on this festival not only this year but for years to come!**

For more information about the Cream Cheese Festival or if you would like to volunteer at the event, visit www.creamcheesefestival.com or contact committee chairman Jeremiah S. Papineau via email at creamcheesefestival@gmail.com or call 315-748-6361 and leave a message.

Thank you for supporting a great community event!



SPONSORSHIP LEVELS

SEND CONTRIBUTIONS C/O "LOWVILLE BUSINESS ASSOCIATION" TO: P.O. BOX 383, LOWVILLE N.Y. 13367

UNDERWRITING SPONSOR - \$5,000*

- Opportunity to speak on stage during the festival's opening ceremony
- Opportunity to be included during the ceremonial cutting of the cheesecake
- Recognized in any commercial advertising to promote the event
- Recognized in press release(s) to media in advance of the festival
- Free 10' x 10' vendor space on the day of the event (*must make arrangements in advance*)
- Logo and business name prominently displayed on the home page of our website
- Thanked by name in announcements during the festival
- Recognized on banners on stage at the festival
- Listed as a contributor in the program distributed at the festival

PLATINUM SPONSOR - \$2,500*

- Recognized in any commercial advertising to promote the event
- Recognized in press release(s) to media in advance of the festival
- Free 10' x 10' vendor space on the day of the event (*must make arrangements in advance*)
- Logo and business name prominently displayed on the home page of our website
- Thanked by name in announcements during the festival
- Recognized on banners on stage at the festival
- Listed as a contributor in the program distributed at the festival

GOLD SPONSOR - \$1,000*

- Recognized in press release(s) to media in advance of the festival
- Free 10' x 10' vendor space on the day of the event (*must make arrangements in advance*)
- Logo and business name prominently displayed on the home page of our website
- Thanked by name in announcements during the festival
- Recognized on banners on stage at the festival
- Listed as a contributor in the program distributed at the festival

SILVER SPONSOR - \$500*

- Business name prominently displayed on the home page of our website
- Recognized on banners on stage at the festival
- Listed as a contributor in the program distributed at the festival

FRIEND OF THE FESTIVAL - \$100

- Listed as a contributor in the program distributed at the festival
- Recognized as a contributor on our website

** After second consecutive year at this level or above, receive a wall plaque thanking you for your sponsorship*

-----PLEASE DETACH & RETURN WITH YOUR CONTRIBUTION-----

CREAM CHEESE FESTIVAL SPONSORSHIP

(INDICATE YOUR SUPPORT LEVEL BY CIRCLING ONE BELOW)

FRIEND OF THE FESTIVAL SILVER GOLD PLATINUM UNDERWRITING SPONSOR

NAME _____

COMPANY/ORGANIZATION NAME _____

ENCLOSED PLEASE FIND MY CHECK/CASH FOR \$ _____

HOW YOU WISH TO BE RECOGNIZED (PLEASE CIRCLE ONE): BUSINESS PERSONAL NO RECOGNITION