

B A Y F I E L D

APPLE FESTIVAL

OCTOBER 6, 7 & 8 • 2023

Hello!

61ST ANNUAL • EST. 1962

We are celebrating 61 years of the Bayfield Apple Festival in 2023!

Please consider becoming a sponsor and help us make Bayfield Apple Festival the best it can be. We are excited to offer NEW sponsorship opportunities for various events and activities. We also hope you will take a look at our refreshed sponsor benefits!

The Bayfield Apple Festival is ranked as one of the *10 Best Fall Festivals* in the nation by USA Today and *Wisconsin's Best Festival* by Wisconsin Trails Magazine. We take great pride in putting on this festival and understand the economic impact it has for our area and the region as a whole. In 2022, thousands of people came to Bayfield and the surrounding area to visit the apple orchards, local shops and peruse the variety of food and craft vendors in downtown Bayfield. The festival has an estimated economic impact of 8 to 10 million dollars to our region.

Why support Bayfield Apple Festival?

- Exposure - Apple Festival draws a crowd of 50-70,000 people throughout the three day festival.
- Enhance your image - Community involvement and event association has been proven to enhance the image and brand awareness of your business.
- Fun - Apple Festival has secured many regional and national accolades. It's a staple fall festival for the State of Wisconsin. Celebrate knowing that you are the one making it happen!

Please find the attached sponsorship levels and benefits that you will receive. If you have any questions or comments please contact us at (715) 779-3335 or kati@bayfield.org.

Sponsorships are **due by September 1, 2023** in order to properly recognize your contributions in printed materials.

Thank you,

Carol Fahrenkrog
Executive Director
Bayfield Chamber and Visitor Bureau

Kati Anderson
Public Relations Manager
Bayfield Chamber and Visitor Bureau

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APPLE FESTIVAL SPONSORSHIP OPPORTUNITIES

In order to secure all benefits associated with sponsorship, the Bayfield Chamber and Visitor Bureau must receive your sponsorship commitment by **September 1, 2023**. Commitments received after that date may not receive all associated benefits. For a chart showing the full list of sponsorship benefits at each level, see the next page.

Event Sponsorship	Event Benefits <i>*See Sponsorship tiers for more benefits*</i>
Music Venues - Memorial Park and Grandstand Stage \$3,000 - \$5,000 investment	Name with Logo on Banner Name on all promotional materials (Print, social media, link on website for one year) <i>*All donated music funds are matched by Kim and Quito Rymer (up to \$10K)</i>
Apple Festival Grand Parade Includes Mass Band and Parade Awards \$3,000	Name on all promotional materials (Print, social media, link on website for one year) Name on Parade Award Banners Name on Mass Band T-shirts Opportunity to judge event (2 judges) Awards photo opportunity
Pipes and Drums of Thunder Bay \$2,000	Name on all promotional materials for event (Print, social media, link on website for one year) Private performance at Bayfield location
Apple Pie Contest Wednesday, September 27 \$1,000	Name on all promotional materials for event (Print, social media, link on website for one year) Opportunity to judge event (2 judges) Awards photo opportunity Mention in event press release Special Thank You in any articles/press releases about event
Apple Peeling Contest Saturday, October 7 \$250	Name on all promotional materials for event (Print, social media, link on website for one year) Opportunity to judge for event Awards photo opportunity Name on awards
Royalty - Grand Marshal and Apple Festival Queen/King \$250	Name on Car Magnets for Grand Parade Name on all promotional materials(Print, social media, link on website for one year) Special Thank You in any articles/press releases about event Name on Royalty Swag

Sponsorship Levels	Sponsorship Benefits
<p>Wolf River Sponsorship \$5,000</p>	<ul style="list-style-type: none"> - Full Page Ad in Bayfield Travel Guide (70,000+ Copies) - ONE 10x10 Booth at Apple Festival - Free Parking at Bodin Lot (1 Car, Three Days) - THREE Carnival Wristbands - good for 1 day of Apple Festival - Name in Apple Festival Directory, outdoor kiosks, link on website for one year - Framed Apple Festival Poster - Official Apple Festival Hat - Preferred float placement in Grand Parade - Reserved seating at music venues (Grandstand Stage, Memorial Park) - Mention in Apple Festival Press Release - Dedicated Thank You and promotional message on Apple Festival Facebook Page - Mention in TV/Radio Advertisements
<p>Cortland Sponsorship \$4,000</p>	<ul style="list-style-type: none"> - ½ Page Ad in Bayfield Travel Guide (70,000+ Copies) - ONE 10x10 Booth at Apple Festival - Free Parking at Bodin Lot (1 Car, Three Days) - TWO Carnival Wristbands - good for 1 day of Apple Festival - Name in Apple Festival Directory, outdoor kiosks, link on website for one year - Framed Apple Festival Poster - Official Apple Festival Hat - Preferred float placement in Grand Parade - Reserved seating at music venues (Grandstand Stage, Memorial Park) - Mention in Apple Festival Press Release - Dedicated Thank You and promotional message on Apple Festival Facebook Page
<p>Honeycrisp Sponsorship \$3,000</p>	<ul style="list-style-type: none"> - ¼ Page ad in Bayfield Travel Guide (70,000+ Copies) - ONE 10x10 Booth at Apple Festival - ONE Carnival Wristband - good for 1 Day of Apple Festival - Name in Apple Festival Directory, outdoor kiosks, link on website for one year - Framed Apple Festival Poster - Official Apple Festival Hat - Preferred float placement in Grand Parade - Reserved seating at music venues (Grandstand Stage, Memorial Park) - Mention in Apple Festival Press Release - Dedicated Thank You and promotional message on Apple Festival Facebook Page
<p>Paula Red Sponsorship \$2,000</p>	<ul style="list-style-type: none"> - Name in Apple Festival Directory, outdoor kiosks, link on website for one year - Framed Apple Festival Poster - Official Apple Festival Hat - Preferred float placement in Grand Parade - Reserved seating at music venues (Grandstand Stage, Memorial Park) - Mention in Apple Festival Press Release - Dedicated Thank You and promotional message on Apple Festival Facebook Page
<p>MacIntosh Sponsorship \$1,000</p>	<ul style="list-style-type: none"> - Name in Apple Festival Directory, outdoor kiosks, link on website for one year - Framed Apple Festival Poster - Official Apple Festival Hat - Preferred float placement in Grand Parade - Reserved seating at music venues (Grandstand Stage, Memorial Park) - Mention in Apple Festival Press Release - Dedicated Thank You and promotional message on Apple Festival Facebook Page
<p>Gala Sponsorship \$500</p>	<ul style="list-style-type: none"> - Name in Apple Festival Directory, website and outdoor kiosks - Copy of Apple Festival Poster - Official Apple Festival Hat
<p>Fireside Sponsorship \$250</p>	<ul style="list-style-type: none"> - Name in Apple Festival Directory, website and outdoor kiosks - Copy of Apple Festival Poster

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APPLE FESTIVAL SPONSORSHIP

Thank You for sponsoring the 61th Annual Apple Festival!

Please return this completed form to the Bayfield Chamber and Visitor Bureau on or before **September 1, 2023**.

Sponsorship Level

☐ **WOLF RIVER** • \$5,000

☐ **CORTLAND** • \$4,000

☐ **HONEYCRISP** • \$3,000

☐ **PAULA RED** • \$2,000

☐ **MCINTOSH** • \$1,000

☐ **GALA** • \$500

☐ **FIRESIDE** • \$250

BUSINESS NAME: _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

WEBSITE: _____

FACEBOOK: _____ INSTAGRAM: _____ TWITTER: _____

PAYMENT INFORMATION

NAME ON CARD: _____

NUMBER: _____ - _____ - _____ - _____

EXPIRATION: _____ SECURITY: _____

SIGNATURE: _____

–OR– Mail a check for the full amount of your sponsorship to
BAYFIELD CHAMBER & VISITOR BUREAU, PO BOX 138, BAYFIELD, WI 54814

All sponsorships secured through trade of goods or services must be pre-approved by the Bayfield Chamber & Visitor Bureau. Not all sponsorship benefits may apply. If you are securing your sponsorship through trade please provide the following:

TRADE VALUE: _____

DETAIL ITEMS/SERVICES TRADED and VALUE OF EACH: _____

For more information please contact Kati Anderson, Public Relations Manager for the Bayfield Chamber & Visitor Bureau, at kati@bayfield.org or by calling (715) 779-3335.

****PLEASE NOTE:** To secure all benefits associated with the sponsorship level of your choice, the Bayfield Chamber & Visitor Bureau must receive your sponsorship commitment by **September 1, 2023**. Commitments received after that date may not receive all associated benefits.