

BAYFIELD
APPLE FESTIVAL
OCTOBER 4,5 & 6 • 2024

62ND ANNUAL • EST. 1962

Hello!

We are excited to announce the 62nd Annual Bayfield Apple Festival taking place on October 4-6, 2024.

We are reaching out to potential sponsors who share our commitment in bringing visitors to the area in October and celebrating Bayfield's apple orchards. By partnering with us, you will be supporting a cause that resonates with many individuals and communities while also gaining valuable exposure for your brand.

Why support Bayfield Apple Festival?

- Exposure - Apple Festival draws a crowd of 30-60,000 people to Bayfield, Bayfield County and Ashland County 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!

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 2023, 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.

Please find attached a detailed sponsorship package for your review. We are happy to discuss any questions or customized sponsorship options you may have. If you have any questions or comments please contact us at (715) 779-3335 or kati@bayfield.org.

Sponsorships are **due by August 26, 2024** in order to properly recognize your contributions in printed materials.

Thank you for considering this opportunity to partner with us. We look forward to the possibility of working together to make the 62nd Annual Apple Festival a resounding success.

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 **August 26, 2024**. 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. This is a digital form and can be filled out online.

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 or Flag <i>*All donated music funds are matched by Kim and Quito Rymer (up to \$10K)</i> <i>*Please check benefit boxes you would like to receive*</i>
Apple Festival Grand Parade Includes Mass Band and Parade Awards \$3,000	Name on Parade Award Banners Name on Mass Band T-shirts Opportunity to judge event (2 judges) <i>*See Sponsorship tiers for more benefits*</i> <i>*Please check benefit boxes you would like to receive*</i>
Pipes and Drums of Thunder Bay \$2,000	Private performance at Bayfield location. <i>*See Sponsorship tiers for more benefits*</i> <i>*Please check benefit boxes you would like to receive*</i>
Apple Pie Contest Wednesday, September 25 \$1,000	Opportunity to judge event (2 judges) <i>*See Sponsorship tiers for more benefits*</i> <i>*Please check benefit boxes you would like to receive*</i>
Apple Peeling Contest Saturday, October \$500	Opportunity to judge for event Name on awards Name on Banner (24x48) <i>*See Sponsorship tiers for more benefits*</i> <i>*Please check benefit boxes you would like to receive*</i>
Royalty - Grand Marshal and Apple Festival Queen/King \$500	Name on Car Magnets for Grand Parade Name on Royalty Swag <i>*See Sponsorship tiers for more benefits*</i> <i>*Please check benefit boxes you would like to receive*</i>

Sponsorship Levels	Sponsorship Benefits
Golden Apple Sponsorship \$10,000	All the benefits of Wolf River Sponsorship PLUS: Featured Ad Placement on Bayfield.org Mention in all advertising for Apple Festival
Wolf River Sponsorship \$5,000	Full Page Ad in Bayfield Travel Guide (60,000+ Copies) Banner/Flag in key locations at the festival ONE 10x10 Booth at Apple Festival THREE Carnival Wristbands - good for 1 day of Apple Festival Preferred float placement in Grand Parade Framed Apple Festival Poster Official Apple Festival Hat Name in Apple Festival Directory, outdoor kiosks, link & logo on website for 1 year Mention in Apple Festival Press Release Dedicated Thank You and promotional message on Apple Festival Facebook Page
Cortland Sponsorship \$4,000	½ Page Ad in Bayfield Travel Guide (60,000+ Copies) ONE 10x10 Booth at Apple Festival TWO Carnival Wristbands - good for 1 day of Apple Festival Preferred float placement in Grand Parade Framed Apple Festival Poster Official Apple Festival Hat Name in Apple Festival Directory, outdoor kiosks, link & logo on website for 1 year Mention in Apple Festival Press Release Dedicated Thank You and promotional message on Apple Festival Facebook Page
Honeycrisp Sponsorship \$3,000	¼ Page ad in Bayfield Travel Guide (60,000+ Copies) ONE 10x10 Booth at Apple Festival ONE Carnival Wristband - good for 1 Day of Apple Festival Preferred float placement in Grand Parade Framed Apple Festival Poster Official Apple Festival Hat Name in Apple Festival Directory, outdoor kiosks, link & logo on website for 1 year Mention in Apple Festival Press Release Dedicated Thank You and promotional message on Apple Festival Facebook Page
Paula Red Sponsorship \$2,000	Preferred float placement in Grand Parade Framed Apple Festival Poster Official Apple Festival Hat Name in Apple Festival Directory, outdoor kiosks, link on website for one year Mention in Apple Festival Press Release Dedicated Thank You and promotional message on Apple Festival Facebook Page
MacIntosh Sponsorship \$1,000	Preferred float placement in Grand Parade Framed Apple Festival Poster Official Apple Festival Hat Name in Apple Festival Directory, outdoor kiosks, link on website for one year Mention in Apple Festival Press Release Dedicated Thank You and promotional message on Apple Festival Facebook Page
Gala Sponsorship \$500	Apple Festival Poster Official Apple Festival Hat Name in Apple Festival Directory, website and outdoor kiosks
Fireside Sponsorship \$250	Apple Festival Poster Name in Apple Festival Directory, website and outdoor kiosks



APPLE FESTIVAL SPONSORSHIP

Thank You for sponsoring the 62nd Annual Apple Festival!

Please return this completed form to the Bayfield Chamber and Visitor Bureau on or before **August 26, 2024**.

Sponsorship Level:

- | | | | |
|--------------------------------|-----------------------------|---------------------------|-----------------------------|
| GOLDEN APPLE • \$10,000 | WOLF RIVER • \$5,000 | CORTLAND • \$4,000 | HONEYCRISP • \$3,000 |
| PAULA RED • \$2,000 | MCINTOSH • \$1,000 | GALA • \$500 | FIRESIDE • \$250 |

EVENT: Please Indicate Which Event _____

BUSINESS NAME: _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

WEBSITE: _____

FACEBOOK: _____ INSTAGRAM: _____ TWITTER: _____

PAYMENT INFORMATION: *A \$5 processing fee will be applied to all credit card transactions.*

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 **August 26, 2024**. Commitments received after that date may not receive all associated benefits.