



# 37th Annual AppleFest

## October 17-18, 2020

### Sponsorship Information

<b>ATTENDANCE:</b>	8,000-10,000 / Weekend
<b>DESCRIPTION:</b>	Featuring more than 100 craft and farmers' market vendors, AppleFest brings multi-generational attendees. This is our most popular festival with family entertainment, contests, live shows and music, great food options, peak fall foliage viewing from the SkyRide, and much more.
<b>AUDIENCE:</b>	Our attendees are primarily from Central & Eastern MA Worcester County 30%; Middlesex County 29%; Norfolk County 11%

#### SPONSORSHIP OPPORTUNITIES

##### **GOLD - \$5,000 / Weekend**

- Banner with your company logo at the festival entrance
- 10 x 10 Preferred Exhibit or Sampling Booth Space
- Your company Handout at Festival Entrance
- 2 (3x6) Banner Locations
- Company Mention in Event Radio Advertising Company Logo on Event Website, Poster, Print Ads, Program
- Company Logo & Link Inserted in at Least 1 Email Eblast to Database of 60K
- Company Logo & Link Inserted in at Least 1 Social Media Post
- 8 Vendor Badges; 20 Festival Admission Vouchers & 20 SkyRide Vouchers

##### **SILVER - \$2,500 / Weekend**

- 10 x 10 Exhibit or Sampling Booth Space
- 1 (3x6) Banner Location
- Company Name on Event Website, Poster, Print Ads, Program
- Company Name & Link Inserted in at Least 1 Email Eblast to Database of 60K
- Company Name & Link Inserted in at Least 1 Social Media Post
- 4 Vendor Badges; 10 Festival Admission Vouchers & 10 SkyRide Vouchers

##### **BRONZE - \$1,500 / Weekend**

- 10 x 10 Exhibit or Sampling Booth Space
- Company Name and Logo on Event Website
- 2 Vendor Badges; 4 Festival Admission Vouchers & 4 SkyRide Vouchers

## EXTRA SPONSORSHIP OPPORTUNITIES

This year we are adding to our selection of how you can be a sponsor at our festivals. You can sponsor one of the following as an add on to our Gold, Silver and Bronze Sponsorships or as a stand alone. Each option is \$1,000 and includes the benefits outlines below only.

### Wi-Fi Sponsorship - \$1,000 / Weekend

Keep our attendees connected to the internet by sponsoring our festival Wi-Fi. Your company logo is splashed on our festival Wi-Fi login page thanking you for your sponsorship.

### SkyRide Sponsorship - \$1,000 / Weekend

Your company can take folks to the top of Wachusett Mountain and back again to enjoy the spectacular views!! Company logo on a banner located at start of the SkyRide.

### Stage Sponsorship - \$1,000 / Weekend

Your company can be the sponsors that brings the entertainment!  
Your company logo will be featured on the banner placed behind the performance stage.

#### Select your Sponsorship Package:

GOLD       SILVER       BRONZE

#### Select an Add on:

Wi-Fi       SkyRide       Stage

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

Contact Person(s): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Location Preference: Inside: \_\_\_\_\_ Outside: \_\_\_\_\_ Electricity: yes \_\_\_\_\_ no \_\_\_\_\_ Tables: \_\_\_\_\_ (2 max)

TOTAL ENCLOSED: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 2020

#### PAYMENT METHOD:

Check payable to: Wachusett Mountain Associates

Mail payment and application to:

WACHUSETT MOUNTAIN SKI AREA  
Attn: Tom Meyers  
499 MOUNTAIN RD, PRINCETON, MA 01541

Credit Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_