

2 DAY FALL FESTIVALS

2022 Season

Wachusett Mountain

ATTENDANCE: 8,000-12,000 / WEEKEND

DESCRIPTION

Two days chock full of fun for the entire family. This season's two day festivals include BBQFest, KidsFest, Oktoberfest and two unique weekends of AppleFest. These festivals feature vendor activities, live entertainment, engaging roving artists, contests, field games and activities, food trucks and more!

DEMOGRAPHICS:

Our fall festivals each welcome 8,000 - 12,000 guests annually. Attendees are primarily from Eastern and Central 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 and Link Inserted in at least 1 Email EBlast to Database of 60K
- Company Logo and 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 Locations
- Company Logo on Event Website, Poster, Print Ads, Program
- Company Logo and Link Inserted in at least 1 Email EBlast to Database of 60K
- Company Logo and Link Inserted in at least 1 Social Media Post
- 4 Vendor Badges, 10 Festival Admission Vouchers & 10 SkyRide Vouchers

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BRONZE - \$1,500/ Weekend

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

ADDITIONAL SPONSORSHIP OPPORTUNITIES:

SOCIAL MEDIA SPONSOR - \$1,000/ Weekend

Get the most out of our social media platforms with this sponsorship opportunity. We will feature your business logo on our social media posts for the weekend! (Facebook, Instagram, Twitter)

SKYRIDE SPONSOR - \$1,000/ Weekend

Your company can take folks to the top of Wachusett Mountain and back down to enjoy the spectacular view, with your company logo featured on a banner at the start of the SkyRide.

WIFI SPONSOR - \$1,000/ Weekend

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

DETAILS:

- Festival Hours: 11:00 am - 5:00 pm (Set Up: 8:00 - 10:00 am)
- Electricity and tables available upon request.
- Additional sponsorship opportunities can be added to any existing sponsorship package a la carte.
- Payment can be made on wachusett.com by adding the preferred package to cart.
- If you have any questions, please contact:
 - Colleen Coakley Special Events Marketing Manager colleen@wachusett.com (978)-870-5003