

# Summit Sponsorship



## **ATTENDANCE: 8,000-12,000 / WEEKEND**

Two days full of fun for the entire family. This season's premiere festivals include BBQFest, Oktoberfest, Kidsfest, and two unique weekends of our 40th Annual AppleFest. These weekends feature vendor activities, live music, roving entertainment, contests, field games, food trucks and more!

## **DEMOGRAPHICS:**

Attendees are primarily from Eastern and Central MA, Worcester County 30%; Middlesex County 29%; Norfolk County 11%



## **Sponsorship Opportunities:**

### **GOLD - \$6,000/ Weekend**

- Banner with your company logo at the festival entrance
- 10' x 10' Preferred exhibit or sampling booth space
- Company handout at festival entrance
- 2 Additional (3'x6') banner locations
- Company mention in event radio advertising
- Company logo on event website and festival poster
- 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



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## SILVER - \$3,000/ Weekend

- 10' x 10' Preferred exhibit or sampling booth space
- 1 Additional (3'x6') banner location
- Company logo on event website and festival poster
- 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, 10 Festival Admission Vouchers & 10 SkyRide Vouchers

## BRONZE - \$2,000/ Weekend

- 10' x 10' Preferred exhibit or sampling booth space
- Company logo on event website and festival poster
- 4 Vendor Badges, 6 Festival Admission Vouchers & 6 SkyRide Vouchers

## Additional Sponsorship Opportunities:

These can be added to any-level sponsorship à la carte.

### 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

This scenic sponsorship pairs your name with our signature SkyRide, a roundtrip ride to the top of Wachusett Mountain with a spectacular view of the fall foliage. Feature your logo on a banner at the start of this popular festival attraction.

### Celebration Host Sponsor - \$1,500/Weekend

Be the life of the party with this sponsorship for themed decorations and our seasonal competitions. Highlight your company name and logo with signage, announcements, and social media posts on one of the most fun (and photogenic) features of our festivals! **Limited to one sponsor per festival.**

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## Social Media Engagement

Wachusett Mountain's website and social media digital platforms are used by 1.3 million unique visitors annually.



**70,197 Facebook Fans**

61k+ Daily Post Engagement



**42,240 Instagram Followers**

36k+ Daily Post Engagement



**8,321 Twitter Followers**

8k+ Daily Post Engagement

## Wachusett Demographics

Our guests are young, active, fit, high-net-worth professionals who enjoy the outdoors.



### Lifestyle

- 57% Married
- 67% Have Children
- 87% Homeowners



### Est. Household Income

- 22% \$60k-90k
- 62% \$100k
- 58% \$75k-200k



### Ages

- 25% 18-40 Years Old
- 53% 41-55 Years Old
- 22% Over 55 Years Old

## Booking Details

- Festival Hours: 11:00 am - 5:00 pm (Set Up: 8:00 - 10:00 am)
- Electricity and display tables available upon advance request.
- Multi-festival package discounts are available, for questions or bookings contact:

### Jahna Vaughan

Special Events Coordinator

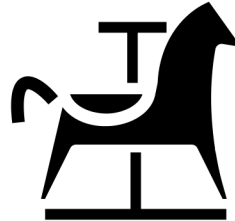
[jahna@wachusett.com](mailto:jahna@wachusett.com)

(978) 464-2300 ext. 3701

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**BBQFest**  
September 14-15



**KidsFest**  
September 21-22



**OktoberFest**  
October 5-6



**AppleFest I&II**  
October 19-20  
& October 26-27

