



**No Kraut About it;
We're Turning 50!**

**Friday thru Sunday
August 5-7, 2016**

Sponsored by:

**Pheps Business Development
& Tourism Council**

Sarah Hamilton, Director
315-548-8900
sauerkraut@phelpsny.com

Silver Floss Sponsorship

\$2,500 +

- 10 x 10 Vendor Space on the grounds
- ID/Logo included on the Sauerkraut Weekend website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Sauerkraut Weekend Schedule of Events
- ID/Logo will be included on Digital Signage within headquarters during SW
- Social Media Posts each day of the Sauerkraut Weekend and 5 Days Leading up to the event.
- Listing on the "Sponsor Wall of Fame" - located at the grounds
- Golf Cart Promotional Signage for the entire weekend
- Listing your Business in the Sauerkraut Weekend Guide Thank You Ad

Hospitality Benefits:

Sauerkraut Weekend T-Shirts

Ride Tickets

Exhibitor ID's

Sauerkraut Sponsor

\$1500—\$ 2,999

- Sponsoring shows like the: Cabbage Head Decorating, Wine Walk, Kraut Idol, Cabbage Bowling, Sauerkraut & Hotdog Eating Contest, Recipe Contest—Sponsor May Choose
- ID/Logo Banner to be displayed at Sauerkraut Weekend grounds (banners provided by sponsor)
- ID/Logo included on the Sauerkraut Weekend website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Sauerkraut Weekend Schedule of Events
- ID/Logo will be included on Digital Signage within Headquarters throughout Sauerkraut Weekend
- Social Media and Facebook Posts each day
- Listing on the "Sponsor Wall of Fame" - located at the grounds
- Listing your Business in the Sauerkraut Weekend Guide Thank You Ad

Hospitality Benefits:

Sauerkraut Weekend Tshirts

Exhibitor ID's

Cabbage Sponsor

\$500—\$1499 (Unlimited)

- 10 x 10 Vendor Space on the grounds
- ID/Logo included on the Sauerkraut Weekend website, your logo will be hot-linked
- ID/Logo will be included as a Program Sponsor in the Official Sauerkraut Weekend Schedule of Events
- ID/Logo will be included on Digital Signage at Headquarters during Sauerkraut Weekend
- Social Media and Facebook Posts each day of Sauerkraut Weekend
- Listing on the "Sponsor Wall of Fame"
- Listing your Business in the Sauerkraut Weekend Guide Thank You Ad

Hospitality Benefits:

Exhibitor ID's

Cabbages Sprout Sponsor

\$100 - \$499

- ID/Logo included on the Sauerkraut Weekend website
- ID/Logo will be included as a program sponsor in the Official Sauerkraut Weekend Schedule of Events
- ID/Logo will be included on Digital Signage within Headquarters during Sauerkraut Weekend
- Listing on the "Sponsor Wall of Fame"
- Listing your Business in the Sauerkraut Weekend Guide Thank You Ad

Friend of the Cabbage Patch

\$25 - \$99

- Any Business or Community Friend of the Sauerkraut Weekend that would like to Donate Goods, Services or Monies
- ID/Logo included on the Sauerkraut Weekend website
- ID/Logo will be included as a program sponsor in the Official Sauerkraut Weekend Schedule of Events
- ID/Logo will be included on Digital Signage within Headquarters during Sauerkraut Weekend
- Listing on the "Sponsor Wall of Fame"
- Listing your Business in the Sauerkraut Weekend Guide Thank You Ad

Sauerkraut Title Sponsorship Package - \$5,001 - \$10,000

**Top Billing as “Sauerkraut Weekend presented by *YOUR BUSINESS NAME*”
on all collateral materials, in all print, digital and broadcast media applicable**

- ◇ Promotional Space inside or out for the full duration of the Sauerkraut Weekend (10 by 10 space)
- ◇ Placement of up to 4 ID/Logo Banners throughout the Sauerkraut Weekend (banners provided by sponsor)
- ◇ Full Page black and white sponsorship page in the Official Sauerkraut Weekend Schedule of Events (The Merchandiser Insert)
 - ◇ ID/Logo Banner to be Displayed at the entrance of major events (banners provided by sponsor)
 - ◇ ID/Logo included on the Sauerkraut Weekend website, your logo will be hot-linked
- ◇ ID/Logo will be included as a program sponsor in the Official Sauerkraut Weekend Schedule of Events
 - ◇ ID/Logo will be included on Digital Signage within Headquarters during SW
- ◇ Opportunity to do Sponsor give-a-ways at your corporate booth or the grounds entrance (give-a-ways supplied by sponsor)
 - ◇ Social Media Posts each day of the sponsorship
 - ◇ Listing on the “Sponsor Wall of Fame” - Located at the Grounds
 - ◇ Public Announcements daily with provided statement about business
 - ◇ Large Golf Cart Promotional Signage for the entirety of the event

Hospitality Benefits:

Past / Present Sauerkraut King & Queen Dinner Tickets

Carnival Wristbands/ Tickets (We will be the liaison with Carnival Promotors to provide to you)

Exhibitor ID's

Sauerkraut Weekend T-shirts & other promotional items

Golden Floss Sponsorship Package

\$750 - \$3500

Specialty Performance or Show (Example: Magicians, Musician. Circus Act)

- Promotional Space inside or out for the full duration of Sauerkraut Weekend(10 by 10 space)
- Placement of up to 4 ID/Logo Banners throughout the Grounds (banners provided by sponsor)
- ID/Logo Banner to be Displayed at the Sponsored Event (banners provided by sponsor)
- ID/Logo on the Sauerkraut Weekend website, your logo will be hot-linked.
- ID/Logo will be included as a program sponsor in the Official Sauerkraut Weekend Schedule of Events
- ID/Logo will be included on Digital Signage within Headquarters during Sauerkraut Weekend
- Opportunity to do Sponsor give-a-ways at the corporate booth or at the grounds during sponsored event
- Social Media and Facebook Posts each day Sauerkraut Weekend
- Listing on the “Sponsor Wall of Fame” located at Grounds
- Public Announcements daily with provided statement about business
- Large Golf Cart Promotional Signage for the entire week
- Listing your Business in the Sauerkraut Weekend Guide Thank You Ad (42,000 + circulations)

Hospitality Benefits:

Past / Present Sauerkraut King & Queen Dinner Tickets

Exhibitor ID's

Adopt an Event

Sauerkraut Weekend Committee understands that not Everyone has the means to participate financially. However, we would love for you to participate and help in some way.

Create a team, bring family and friends and supply Sauerkraut Weekend with hands on assistance.

Let's Make the

50th Anniversary

a year they will never forget!

The opportunities are endless!

20K Water Stops

Host a Contest or Event

Assist in Decorating

Festival Set Up

Join Festival Clean Up Crew

Manage Cabbage Bowling

Assist with the Parade Set Up

And so much more.....