

BAYFIELD

APPLE FESTIVAL

OCTOBER 1, 2 & 3 • 2021

59TH ANNUAL • EST. 1962

Hello!

The Bayfield Apple Festival is ranked as one of the *10 Best Fall Festivals* in the nation by USA Today and the *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 2019, 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.

Due to ongoing concerns over the spread of COVID-19 delta variant, the Bayfield Chamber & Visitor Bureau along with its stakeholders made some tough decisions in an effort to slow the spread of the virus, while welcoming people from across the country into our community. Some of the changes you will notice in 2021:

- Mask wearing is **recommended** in both enclosed spaces and outside in large crowds per Bayfield County Health Department recommendations. *Please be respectful of individual business owners and what mitigation strategies are in place at their establishment.
- No Mass Band for 2021
- No Apple Pie and Dessert Contest
- No Senior Pie Social
- No Carnival
- Music venues spread out across downtown Bayfield.

Please consider becoming a sponsor and help us make Bayfield Apple Festival the best it can be. Your sponsorship is more important this year than ever as we work to return to a "new normal." For continued updates, please be sure to check our website, bayfield.org.

Please find the attached sponsorship levels and benefits that you will receive. If you have any questions or comments please contact us at (715) 779-3335 or kati@bayfield.org.

Thank you,

Carol Fahrenkrog

Interim- Executive Director
Bayfield Chamber and Visitor Bureau

Kati Anderson

Marketing Director
Bayfield Chamber and Visitor Bureau

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APPLE FESTIVAL SPONSORSHIP

In order to secure all benefits associated with sponsorship, the Bayfield Chamber and Visitor Bureau must receive your sponsorship commitment by **September 20, 2021**. 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 back of this page.

GENERAL APPLE FESTIVAL SPONSOR—\$250-\$499 or 3x equivalent services

NAMING OPPORTUNITIES: Seating Area

GREEN APPLE LEVEL APPLE FESTIVAL SPONSOR—\$500-\$999 or 3x equivalent services

NAMING OPPORTUNITIES: Apple Peeling Contest, Apple Dumpling Gang

AND Opportunity (with sponsored event) to: Provide judges, Present awards, Name and logo on any and all award certificates, Photo with winners (also distributed to local media)

RED APPLE LEVEL APPLE FESTIVAL SPONSOR—\$1000-\$2999 or 3x equivalent services

NAMING OPPORTUNITIES: Farmers Market, Photo Boards*

GOLDEN APPLE LEVEL APPLE FESTIVAL SPONSOR—\$3000+ or 3x equivalent services

NAMING OPPORTUNITIES: Music Venue Stage, Grand Parade, Product (ex. Official Coffee of Apple Festival)

*Photo board is customizable to incorporate current year and the business name of the sponsor.

Boards offer a significant social media exposure by encouraging people to post to Instagram, Facebook, Twitter, etc.

APPLE FESTIVAL SPONSORSHIP

	GOLDEN APPLE SPONSOR	RED APPLE SPONSOR	GREEN APPLE SPONSOR	GENERAL SPONSOR
Apple Festival sponsor official Apple Fest poster	x	x	x	x
Mention in outdoor kiosks	x	x	x	x
Mention in Apple Festival press release	x	x	x	x
Name in Official Apple Festival Directory (Qty 25,000)	x (AND LOGO)	x (AND LOGO)	x	x
Mention on bayfield.org Apple Festival webpage	x (AND LOGO/LINK)	x (AND LOGO/LINK)	x (AND LINK)	x
Preferred float placement in Grand Parade	x	x	x	
Dedicated Facebook "Thank You" with promotional message (+10,000) followers	x			
Standard 10'x10' booth at Apple Festival (excluding food booths)	x	x		
Half page ad in the Bayfield Visitor Guide (Qty +50,000)	x			
Reserved premium seating during the Grand Parade	x			
Banner and logo promoting sponsorship at music venue	x			

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APPLE FESTIVAL SPONSORSHIP

Thank You for sponsoring the 59th Annual Apple Festival!

Please return this completed form to the Bayfield Chamber and Visitor Bureau before September 1, 2019.

Sponsorship Level

GOLDEN APPLE • \$3000+

RED APPLE • \$1000-\$2999

GREEN APPLE • \$500-\$999

GENERAL • \$250-\$499

BUSINESS NAME: _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

WEBSITE: _____

FACEBOOK: _____ INSTAGRAM: _____ TWITTER: _____

PAYMENT INFORMATION

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. 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, Marketing Director 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 September 20, 2021. Commitments received after that date may not receive all associated benefits.