

APPLEFEST



WARWICK, NEW YORK

October 2, 2016

Sponsorship
Opportunities

🍏 APPLEFEST 2016 🍏



*Orange County's
largest festival -
located here in the
Hudson Valley's
Village of Warwick, NY!*

- 🍏 *Over 200 craft vendors*
- 🍏 *Nearly 100 food vendors*
- 🍏 *50 local non-profit organizations*
- 🍏 *Music & entertainment on several stages all day!*
- 🍏 *Childrens carnival*
- 🍏 *Farmers' market*
- 🍏 *Walk to Village shops, restaurants & businesses*
- 🍏 *Apple pie baking & eating contests*
- 🍏 *Fun for the whole family!*

Admission is FREE!



WARWICK APPLEFEST
P.O. Box 22 Warwick, New York 10990
EMAIL: generalinfo@warwickapplefest.com
WEBSITE: warwickapplefest.com

Dear Applefest Sponsor,

The 28th annual Warwick Applefest will be held on Sunday, October 2, 2016, offering you a more exciting promotional opportunity than ever! Applefest is a previous recipient of the "Top 100 Events in the Nation" (American Bus Association) and the "Best Food and Best Family & Arts Festival" for three years running (Times Herald-Record "Best of"). Please read on to learn how you can participate and reap substantial VALUE-ADDED SPONSORSHIP BENEFITS!

As a prospective Warwick Applefest Sponsor, we present you with an exclusive opportunity to review our new Sponsorship Offerings Package for 2016. Because Applefest has a consistent attendance flow ranging from 35,000 to 40,000, sponsorship levels fill up quickly and SPACE IS LIMITED! The deadline for sponsorship confirmation is no later than July 31st. Reserve your spot early!

Please take a moment to review the enclosed sponsorship package that reflects some of the most prestigious opportunities offered by this renowned festival. We will brand your company name with various levels of recognition including banners, print and radio advertising prior to and during the festival. Once again we will offer the opportunity to place orders and sell items at your booths. The Applefest Planning Committee is committed to adding significant value to your sponsorship dollars.

Over 50 area non-profit organizations rely on Applefest as their most prosperous fundraising day of the year. The festival is co-sponsored by the Warwick Valley Chamber of Commerce and the Warwick Valley Community Center. There is no doubt that the publicity and goodwill value far exceeds the immediate investment of sponsorship.

We look forward to hearing that your business will be on "Sponsorship Row." Payment is accepted by check or credit card. Make check payable to: Warwick Applefest. Once your payment and completed contract has been received, you will be contacted for your corporate logo and any other items needed to get the ball rolling.

Thank you in advance for your consideration and support of Warwick Applefest 2016. Call today to review your sponsorship opportunities: 845-986-2720.

Sincere Regards,

Michael A. Johndrow
Executive Director
Warwick Valley Chamber of Commerce

APPLEFEST 2016 SPONSORSHIP BENEFITS

Over 40,000 guests are expected to attend the 28th ANNUAL APPLEFEST on Sunday, October 2nd.
Add **VALUE** to your company with an **INVESTMENT** in sponsorship today!

Festival

INVESTMENT: \$10,000 Only 1 Available!

- 20 parking passes to be used at a designated Festival parking lot
- Most Prominent Recognition on 3 Sponsorship Banners throughout Village of Warwick/festival area
- Press Release Announcement prior to event
- Most Prominent Radio Recognition and Guest Spot on the weekly Chamber Radio show prior to event
- Most Prominent Print Recognition and two full-page ads in Applefest Visitors' Guide
- **10' x 30'** Booth on Sponsorship Row (3 tables, 6 chairs) with **ability to sell products***
- Logo Advertisement on Applefest home page with link to your organization website
- Four - Telephone Pole Banners on Main Street in Village of Warwick
- Special Recognition at September Chamber Events
- Most prominent Directory Listing in Program Booklet
- Free insert & back page ad in the October Chamber Quarterly Newsletter

Platinum

INVESTMENT: \$6,000

- 10 parking passes to be used at any of the Festival Parking Lots
- Recognition on 3 Sponsorship Banners throughout Village of Warwick/festival area
- Prominent Print Recognition
- Prominent Radio Recognition
- Prominent full-page Ad in Applefest Visitors' Guide
- **10' x 20'** Booth on Sponsorship Row (2 tables, 4 chairs) with **ability to sell products***
- Logo Advertisement on Applefest home page with link to your organization website
- Two - Telephone Pole Banners located on Main Street in Village of Warwick
- Special Recognition at September Chamber Events
- Prominent Directory Listing in Program Booklet
- Free insert & back page ad in one future Chamber Quarterly Newsletter

Gold

INVESTMENT: \$3,000

- Recognition on One Sponsorship Banner in Village of Warwick/festival area
- Print Recognition
- Radio Recognition
- 1/2-page Ad in Applefest Visitors' Guide
- **10' x 10'** Booth on Sponsorship Row (1 table, 2 chairs) with **ability to sell products***
- Logo Advertisement on Applefest home page with link to your organization website
- One - Telephone Pole Banner located on Main Street in Village of Warwick
- Directory Listing in Program Booklet
- Free insert in one Chamber Quarterly Newsletter

Silver

INVESTMENT: \$1,500

- Print Recognition
- 1/4-page Ad in Applefest Visitors' Guide
- **10' x 10'** Booth on Sponsorship Row (1 table, 2 chairs)
- Directory Listing in Program Booklet

Bronze

INVESTMENT: \$500 Entry-level Sponsor!

- 1/4 page ad in Applefest Visitor's Guide
- Directory Listing in Program Booklet



*Product must be approved by Applefest Committee

Sponsorship Information:

845-986-2720 or www.warwickcc.org

Applefest Information:

www.warwickapplefest.com



Warwick Applefest Sponsorship Contract

Partner with one of the "Top 100 Events" in the nation.

Over 40,000 guests are expected to attend the 28th ANNUAL APPLEFEST on Sunday, October 2nd.
Add VALUE to your company with an INVESTMENT in Event Sponsorship today!

Sponsorship Investment

FESTIVAL \$10,000 **PLATINUM** \$6,000
GOLD \$3,000 **SILVER** \$1,500 **BRONZE** \$500

Complete benefits listed on back of page

Sponsor Information

SPONSOR NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

EMAIL: _____

By signing below, you acknowledge that you have the authority to register as a 2016 Applefest Sponsor

AUTHORIZED SIGNATURE: _____

Method of Payment

Do you require an INVOICE to make payment?

YES NO

Do you require a W-9 form?

YES NO

Check enclosed

Make check payable to:

WARWICK APPLEFEST

Mail payment & contract to:

**Warwick Applefest
P.O. Box 22
Warwick, NY 10990**

Pay by Credit Card

Visa Master Card American Express

Credit Card Number _____

Expiration Date _____ CVV Code _____

Amount Enclosed: \$ _____

**Authorized Credit
Card Signature:** _____

Please mail or email this form to:

Warwick Applefest - P.O. Box 22 Warwick, NY 10990 - Email: generalinfo@warwickapplefest.com

Inquiries can contact the Warwick Valley Chamber of Commerce - Email: info@warwickcc.org - Phone: 845-986-2720 - Fax: 845-986-6982



P.O. Box 22
Warwick, NY 10990