

# Sponsorship Opportunities



Be Part of the Annual Harvest Celebration  
and Orange County's Largest Festival



# Applefest 2014

*Orange County's LARGEST festival located here in the Hudson Valley Village of Warwick, New York!*



- *Over 200 craft vendors*
- *Nearly 100 food vendors*
- *50 local non-profit exhibitors*
- *Music & entertainment on several stages all day!*
- *Children's Carnival*
- *Farmers' Market*
- *Walk to Village shops, restaurants & businesses*
- *Apple Pie Baking Contest (slices for sale!)*
- *Fun for the whole family!*

*Admission is FREE !*



Photos By: Bruce Balistrieri



**WARWICK APPLEFEST**  
P.O. Box 22 Warwick, New York 10990  
PHONE: (845) 987-8300  
EMAIL: [generalinfo@warwickapplefest.com](mailto:generalinfo@warwickapplefest.com)  
WEBSITE: [warwickapplefest.com](http://warwickapplefest.com)

May 12, 2014

Dear Applefest Sponsor,

The 26th annual Warwick Applefest will be held on October 5, 2014, 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" (Times Herald-Record "Best of" 2011, 2012, & 2013). 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 2014. 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 31<sup>st</sup>.* 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, TV 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 Community Center and the Warwick Valley Chamber of Commerce. 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 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 2014. Call today to review your sponsorship opportunities: 845-986-2720.

Sincere Regards,

Michael A. Johndrow  
Executive Director  
Warwick Valley Chamber of Commerce



# Applefest 2014 Sponsorship Benefits

Over 35,000 guests are expected to attend the **26th ANNUAL APPLEFEST** on **Sunday, October 5th**  
Add **VALUE** to your company with an **INVESTMENT** in sponsorship today!

## Platinum

### INVESTMENT: \$6,000

- Private parking with car or bus service to Applefest from designated parking lot (15 parking passes)
- Three - Sponsorship Banners throughout the Village of Warwick/festival area
- Prominent Print Recognition
- Prominent Radio Recognition
- Prominent full-page Ad in Applefest Guide
- 10' x 20' Booth on Sponsorship Row (2 tables, 4 chairs) **with ability to sell products\***
- Logo Advertisement on Applefest home page with a link to your company website
- Two - Telephone Pole Banners located on Main Street in the Village of Warwick
- Special Recognition at September Chamber Events
- Prominent Directory Listing in Program Booklet
- Free insert & back page ad in one Chamber Quarterly Newsletter

## Gold

### INVESTMENT: \$3,000

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

## Silver

### INVESTMENT: \$1,500

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

## Bronze

### INVESTMENT: \$500 *Entry-level Sponsor!*

- ¼ page ad in Applefest Guide
- Directory Listing in Program Booklet



\*Product must be approved by Applefest Committee

**Sponsorship Information: 845-986-2720 or [www.warwickcc.org](http://www.warwickcc.org)**  
**Applefest Information: 845-987-8300 or [www.warwickapplefest.com](http://www.warwickapplefest.com)**



# WARWICK APPLEFEST SPONSORSHIP OPPORTUNITIES

Partner with one of the "Top 100 Events" in the nation.  
Over 35,000 guests are expected to attend the 26th ANNUAL APPLEFEST on Sunday, October 5th.  
Add VALUE to your company with an INVESTMENT in sponsorship today!

## Sponsorship Investment:

### PLATINUM \$6,000

- Private parking with car or bus service to Applefest
- 3 Sponsorship Banners throughout Village of Warwick
- Prominent Print and Radio Recognition
- Full-page Ad in Applefest Visitors' Guide
- Booth on Sponsorship Row with ability to sell products
- Logo Advertisement on Applefest home page with link
- 2 Telephone Pole Banners in Village of Warwick
- Special Recognition at September Chamber Events
- Prominent Directory Listing in Program Booklet
- Insert & back page ad in one Chamber Newsletter

### GOLD \$3,000

- Sponsorship Banner in Village of Warwick
- Print Recognition and Radio Recognition
- ½ page Ad in Applefest Visitors' Guide
- Booth on Sponsorship Row with ability to sell products
- Logo Advertisement on Applefest home page with a link
- 1 Telephone Pole Banner in Village of Warwick
- Directory Listing in Program Booklet

### SILVER \$1,500

- Print Recognition and Radio Recognition
- ¼ page Ad in Applefest Visitors' Guide
- Booth on Sponsorship Row
- Directory Listing in Program Booklet

### BRONZE \$500

- ¼ page ad in Applefest Visitor's Guide
- Directory Listing in Program Booklet

Do you require an INVOICE to make payment?

YES  NO

Do you require a W-9 form?

YES  NO

## Method of Payment:

Check enclosed

Payable to:  
WARWICK APPLEFEST  
PO BOX 202  
Warwick NY 10990

Amount Enclosed: \$ \_\_\_\_\_

Pay by Credit Card

\_\_\_\_ Visa \_\_\_\_ Master Card \_\_\_\_ American Express

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

SPONSOR NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Please mail, fax, or email this form to:  
WARWICK VALLEY CHAMBER OF COMMERCE - P.O. Box 202 Warwick, NY 10990  
Phone: 845-986-2720 - Fax: 845-986-6982 - Email: info@warwickcc.org