



April 23, 2021

Dear Community Member,

We're now accepting sponsorship applications for the 2021 Cheese Curd Festival.

The 2021 Cheese Curd Festival is a go! Your Cheese Curd Festival committee is busy planning an enhanced drive-thru event that will be COVID-friendly and safe for our volunteers, guests, and the community. The event will be held Saturday, June 26, and we're thrilled to announce this year's Sponsorship Opportunities.

Last year's first drive-thru event was a phenomenal success. We received rave reviews from guests about the efficiency and overall safety of the process... and of course, the amazing cheese curds! Many attendees were long-time supporters of the festival. However, we were amazed at the number of first-timers that attended. This reinforced the importance of continuing with the event despite the challenges of the pandemic—we know the festival will come out stronger in the end.

You know us. We're always looking for ways to make the Cheese Curd Festival unique and engaging. This year's event has several strategic goals:

- Build off the success of last year's drive-thru event and add additional elements to engage guests and further endear their hearts to their favorite food and music festival.
- Grow attendance of past and new attendees and an appetite for next year's full-fledged event.
- Offer event sponsors more visibility and exposure.
- Generate the revenue needed to support our volunteer's non-profits and maintain the Chamber's strong financial outlook.

We want you to be a part of this amazing success. We've pulled together several sponsorship levels, some offering unique bonus opportunities. We've also had great success working directly with sponsors to customize creative sponsorship perks that offer them even more visibility for their businesses!

Festival proceeds support a variety of community development and revitalization initiatives—we need you to help keep the momentum going! Please make your selection and submit your commitment online at cheesecurdfestival.com/sponsors, or return your form to us by mail or email by May 15. If you would like to discuss a customized option, let us know and we will connect with you to help build your perfect sponsorship package! The sooner you do, the sooner your business will benefit from the many promotional initiatives we've got planned!

Thank you for your support!

A handwritten signature in blue ink, appearing to read 'Paul Bauer'.

Paul Bauer

A handwritten signature in blue ink, appearing to read 'Raynee Farrell'.

Raynee Farrell

Cheese Curd Festival Sponsorship Committee

SPONSORSHIP LEVELS (Please check sponsorship level)
 For sponsorships with "Special Opportunities", please mark your top choice with a #1 and alternate choice with a #2.

PRESENTS SPONSORSHIP - \$10,000
 As the Festival's main sponsor, you'll benefit from an exclusive package designed to offer maximum exposure and recognition of your business! Thank you for your trust and confidence!

MAJOR SPONSORSHIP - \$5000

SPECIAL OPPORTUNITIES

- Cheese Curd Festival Radio/Live
- Inflatable Cow Race Sponsor

COMMUNITY SPONSORSHIP - \$2500

SPECIAL OPPORTUNITIES

- FB Live Sponsor
- Cash Cab Sponsor
- Volunteer Sponsor (your logo will appear on the back of our volunteer shirts)

SUPPORTING SPONSOR - \$1000

SPECIAL OPPORTUNITIES

- Selfie Spot Sponsor
- Street Entertainment Sponsor (several available)

CONTRIBUTOR SPONSOR - \$500

Thank you for recognizing the importance of this event and supporting the Festival. We thank you, the community thanks you! Watch for your business' name to appear in our "Thank You" listings.



SPONSORSHIP OPPORTUNITIES

To submit your sponsorship, please fill out this form or online at: cheesecurdfestival.com/sponsors

Business Name (how you wish it to appear) _____

Contact Name _____ Email _____

Website _____

\$1,000+ sponsors, e-mail business logo (.png, .pdf, .eps or .ai preferred):
 eteam@ellsworthchamber.com

Payment Method (please X your choice):

- Check enclosed (payable to EACC)
- Credit card (we'll contact you)
- Please invoice

Please return form to:
 Ellsworth Area Chamber of Commerce
 P.O. Box 927
 Ellsworth, WI 54011

PLEASE RETURN YOUR COMMITMENT
May 15, 2021
 Thank you for your support!

Questions? Please contact
 Crew@CheeseCurdFestival.com



**2021 ELLSWORTH
 CHEESE CURD FESTIVAL**



The 2021 Cheese Curd Festival will take place on Saturday, June 26, as an enhanced drive-thru event that will be COVID-friendly and safe for our volunteers, guests, and the community. We'll be building off the success of last year's event, adding additional elements to engage guests and further endear their hearts to their favorite food and music festival, all while offering sponsors more visibility and exposure.

We know you're going to want to be a part of the excitement! Sponsorship opportunities are available

at five levels, each designed to offer you the greatest visibility and exposure. Depending on the level you choose, you have the opportunity to take advantage of valuable bonuses, which allows

1,400

CARS WENT THROUGH THE DRIVE-THRU LINE IN 2020

you to customize your sponsorship and get the greatest benefit for your business.

“TEAM CURD' PULLED TOGETHER LIKE A WELL OILED MACHINE. DRIVE THROUGH LINES MOVED QUICK, CURDS WERE HOT, AND A GOOD TIME WAS HAD BY ALL!”
— FRED NORENBERG



{ Best Food Festival WINNERS! }

\$18,035

DONATED TO OUR VOLUNTEER NON-PROFITS

“THAT WAS THE VERY BEST DRIVE THRU! EVERYONE WAS COURTEOUS AND HAPPY, THE LINES MOVED VERY FAST, EXCELLENT—I APPLAUD YOU ALL!”
— JO SWANSON ERICKSON

FESTIVAL HIGHLIGHTS...

EXPANDED ROUTE: An expanded drive-thru route will ensure we can efficiently accommodate a greater number of vehicles and traffic can be safely managed.

ENGAGING GUEST ACTIVITIES: Creative engagement initiatives will ensure this event is the most fun anyone has ever had waiting in line. Engaging games, such as the Cheese Curd Festival version of Cash Cab and more, will keep guests entertained and delighted with fun and prizes.

CHEESE CURD FESTIVAL RADIO: We'll be broadcasting a live AM radio program throughout the event! It's where guests can learn about the festival, our sponsors, and our community while waiting in their cars.

Oh, and did we mention... we have another specialty cheese curd flavor that's sure to be a hit and draw big crowds! Deep-fried Dill Pickle Cheese Curds will be making their debut alongside our famous original and exclusive Cinnamon Sugar Curds.



2020 SOCIAL STATS



f 403,049 EVENT REACH

📅 12,782 FACEBOOK EVENT INTERESTED

SPONSORSHIP BENEFITS	contributor \$500	supporter \$1000	community \$2500	major \$5000	presents \$10000
Thank you in Chamber eblast	•	•	•	•	•
Hyperlink on Festival website	Listing	Listing	Listing	Logo	Logo
Sponsor Banners at Festival	Listing	Listing	Listing	Logo	Logo
Tiered Logo on Grand Entrance Banner		•	•	•	•
Supporter Level Special Opportunities - Choose one of the following (first come, first served): • Selfie Spot Sponsor • Street Entertainment Sponsor (several available) Or work with us to create a custom opportunity that fits your business!		•	See Your Special Opportunities below.	•	•
Community Level Special Opportunities - Choose one of the following (first come, first served): • FB Live Sponsor • Cash Cab Sponsor • Volunteer Sponsor (your logo will appear on the back of our volunteer shirts) Or work with us to create a custom opportunity that fits your business!			•	See Your Special Opportunities below.	See Your Special Opportunities below.
Sponsor Thank You signage along route			•	•	•
Mention on Live Broadcast			•	•	•
Logo on food tray carriers				•	•
Logo on select print advertising				•	•
Business Spotlight on Festival's social media				•	•
Major Level Special Opportunities - Choose one of the following (first come, first served): • Cheese Curd Festival Radio/Live • Inflatable Cow Race Sponsor Or work with us to create a custom opportunity that fits your business!				•	•
Interview on Live Broadcast/Facebook Live				•	•
Business Spotlight on Festival's website					•
Cheese Curd Central Sponsor					•
Product sales at Cheese Curd Central					•