



February 1, 2024

Dear Community Member,

Planning for the 2024 Cheese Curd Festival is now underway. Now is the time to secure your festival sponsorship!

This year's event will take place June 21 and 22 in East End Park and the East End Business District. The festival location is critical to achieving our event's mission and goals. These include generating tourism dollars for our community, providing exposure to our downtown and downtown businesses, and revitalizing our East End Business District.

The festival continues to attract visitors from all over the region--Hosting a friendly, fun, engaging, and unique event keeps them coming back. Each year the event is recognized as one of the nation's top food festivals, including USA Today's 'Top 10 Best Specialty Food Festivals in the Country'! The event's economic impact is estimated by the Wisconsin Department of Tourism each year to be \$2.55 million.

SPONSORSHIP DOLLARS SAW A RETURN OF 65:1 IN 2023. WHAT BETTER WAY TO INVEST IN ELLSWORTH AND THE SURROUNDING COMMUNITY?

We want you to be a part of this amazing success. We've pulled together several sponsorship levels, some offering unique bonus opportunities. If you have another idea or personalized way your business would like to be involved, let us customize a creative sponsorship perk just for you!

Festival proceeds support a variety of community development and revitalization initiatives—we need you to help keep the momentum going! In addition, our Festival Volunteer Program continues to support the non-profit organizations who provide the manpower needed for the event. Since the program's inception, over \$110,000 has been funneled back into the community!

Please make your selection and submit your commitment online at cheesecurdfestival.com/sponsors, or return your form by mail or email by March 31. If you would like to discuss a customized sponsorship option, let us know and we will connect with you to help build your perfect 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 of this event and our community!

Cheese Curd Festival Committee



**SPONSORSHIP
OPPORTUNITIES**



**JUNE 21 & 22, 2024
ELLSWORTH, WISCONSIN**



The 2024 Cheese Curd Festival will continue to build on our successful festival formula. We have been seeing attendance of approximately 30,000 each year and are expecting to draw a crowd of similar size in 2024. The festival has grown into a true cult phenomenon, receiving ongoing national media attention. Sponsors like you help to keep the festival a top of mind tourism destination and put Ellsworth on the map.

\$2.55 MILLION
ESTIMATED ECONOMIC IMPACT TO THE AREA.

30,000
ESTIMATED ATTENDEES EACH YEAR.

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

vendors back at the festival, as well as several new vendors offering some of the finest cheese curd infused street foods in the region!

TASTINGS: These events are one of the highlights of the festival. A schedule of tasting experiences will provide opportunities for attendees to engage with the crafters, and makers of our festival's starring foods: cheese, craft beer, regional wines, hard ciders, and real dairy.

MUSIC: Our reputation for quality music is growing. Once again we'll be bringing great music to the festival with a full line-up of eclectic musical acts performing in a variety of styles on three stages!

Here are some of the festival highlights...

96% OF ATTENDEES ARE FROM OUTSIDE THE 54011 ZIP CODE.

FESTIVAL VIBE: Festival attendees remark on the unique and intimate setting of the Cheese Curd Festival. It is conducive to making fast friends and exploring our main business corridor. The Festival's East End location not only provides a friendly hometown feel consistent with our theme but is also in alignment with the festival mission and goals.

ACTIVITIES: While the food and music take center stage, Wisconsin's deep agricultural traditions serve as an attraction for all ages, with a hay bale playland, family-friendly tasting experiences, and more. An expanded open-air marketplace featuring more vendors will showcase regional handcrafts and locally made delicacies such as salsa, honey, seasonsings, and maple syrup.

CHEESE CURDS DISHES: Each year we offer more creative cheese curd food options than ever before. We're looking forward to having our favorite food



AVERAGE ANNUAL SOCIAL STATS 

 975,000 IMPRESSIONS

 4,300 EMAIL LIST

WEBSITE 105,000 TOTAL PAGE VIEWS • 49,000 TOTAL SESSIONS • 35,000 TOTAL USERS



| SPONSORSHIP BENEFITS | contributor \$600 | supporter \$1200 | community \$3000 | major \$6000 | presents \$12000 |
|--|------------------------------|-----------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Thank you in Chamber eblast | • | • | • | • | • |
| Hyperlink on Festival website | Listing | Listing | Listing | Logo | Logo |
| Festival brochure | Listing | Listing | Listing | Logo | Logo |
| Sponsor Banners at Festival | Listing | Listing | Listing | Logo | Logo |
| Supporter Level Special Opportunities Choose from options such as: <ul style="list-style-type: none"> • Playland Sponsor • Festival Store Sponsor Upon securing your sponsorship, a list of Special Opportunities will be provided. | | • | See Your Special Opportunities below. | See Your Special Opportunities below. | See Your Special Opportunities below. |
| Community Level Special Opportunities Choose from options such as: <ul style="list-style-type: none"> • Curd Coma/Charging Station Sponsor • Car Show Sponsor Upon securing your sponsorship, a list of Special Opportunities will be provided. | | | • | See Your Special Opportunities below. | See Your Special Opportunities below. |
| Logo on food tray carriers | | | | • | • |
| Logo on print advertising | | | | • | • |
| Business Spotlight on Festival's social media | | | | • | • |
| Major Level Special Opportunities Choose from options such as: <ul style="list-style-type: none"> • Stage Sponsors (2 available) • 'Taste of Wisconsin' Tasting Tent Sponsor Or work with us to create a Custom Opportunity that fits your business! | | | | • | • |
| Cheese Curd Central Sponsor | | | | | • |

SPONSORSHIP LEVELS (Please check sponsorship level)

o PRESENTS SPONSORSHIP - \$12,000

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!

o MAJOR SPONSORSHIP - \$6,000

SPECIAL OPPORTUNITIES

- Main Stage Sponsor
- Point Stage Sponsor
- 'Taste of Wisconsin' Tasting Tent Sponsor

Or work with us to create a Custom Opportunity that fits your business!

o COMMUNITY SPONSORSHIP - \$3,000

SPECIAL OPPORTUNITIES

Upon securing your sponsorship, a list of Special Opportunities will be provided.

o SUPPORTING SPONSOR - \$1,200

SPECIAL OPPORTUNITIES

Upon securing your sponsorship, a list of Special Opportunities will be provided.

o CONTRIBUTOR SPONSOR - \$600

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.

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 _____

\$1,200+ 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
BY MARCH 31, 2024.**

Thank you for your support!

Questions? Please contact
Crew@CheeseCurdFestival.com