

MAIN STREET WINCHESTER

TO: Beer Cheese Festival Sponsor
FROM: Beer Cheese Festival Committee
RE: Sponsorship Packet and General Information

Dear Business-owner:

Thank you for your interest in becoming a sponsor for Main Street Winchester's Beer Cheese Festival. As a reminder, 100% of monies collected from the Beer Cheese Festival are utilized to implement important projects in Winchester's ever-improving Downtown through the hard work of Main Street Winchester's volunteer board. Your contribution assists in funding these improvements while publicizing your business during one of Kentucky's most popular and unique festivals.

Attached to this letter includes information tailored to each sponsorship tier. Rest assured, ALL sponsors receive benefit of an advertising package that encompasses local, state-wide and national draws. The Beer Cheese Festival hosts over 25,000 people annually, with social-media, radio interviews, live publicity and direct marketing efforts casting an even boarder range.

On behalf of the Beer Cheese Committee, Main Street Winchester and all our downtown businesses, restaurants, shops and boutiques, we appreciate your contribution. Through the efforts of generous donors like yourself, Winchester can continue to capitalize on its newfound renaissance. Should you have any questions, or need more information, please call me anytime.

Sincerely,

Beer Cheese Festival Committee
BeerCheeseFestival@gmail.com

MAIN STREET WINCHESTER

Sponsorship Packages

12th Annual Main Street Winchester Beer Cheese Festival

KAPOW - \$2,500

- Banner located on Clark County Courthouse
- Booth at event
- Logo on festival poster and all print advertising (regional newspapers and circulars)
- Promotion on Official Beer Cheese Festival Social-Media (over 8,000 followers!)
- Logo with link displayed on www.beercheesefestival.com
- Promotion on Main Street Winchester Social-Media (over 6,000 followers!)
- Sponsor promotion during festival announcements
- Logo and sponsor mentions in Beer Cheese Festival Program/Map

RED HOT - \$1,500

- Logo on festival poster
- Banner displayed on Clark County Courthouse*
- Booth space at the festival
- Promotion on Beer Cheese Festival Social Media (over 8,000 followers!)
- Logo on all print advertising (regional newspapers and circulars)
- Logo in Beer Cheese Festival Program
- Logo with link on www.beercheesefestival.com

SPICY - \$1,000

- Logo on all print advertising for the festival (regional newspapers and circulars)
- Banner displayed on the “high side” of Main Street
- Booth space at festival
- Promotion on Beer Cheese Festival Social-Media (over 8,000 followers!)
- Logo in Beer Cheese Festival Program
- Logo with link on www.beercheesefestival.com

MAIN STREET WINCHESTER

ZESTY - \$350

- Promotion on Beer Cheese Festival Social-Media
- Logo in Beer Cheese Festival Program/Map
- Logo with link on www.beercheesefestival.com

FOB – Friends of Beer(cheese) - \$150

- 2 Beer Cheese Festival wristbands
- Listing in Official Beer Cheese Festival Program/Map
- Listing and link on www.beercheesefestival.com

All checks should be remitted to: Main Street Winchester – BCF
PO Box 40
Winchester, KY 40392
Or via PayPal email BeerCheeseFestival@gmail.com for link
Questions? Email – BeerCheeseFestival@gmail.com

