



March 3, 2020

Greetings:

Plans are underway for the 24<sup>th</sup> Annual Spoonbread Festival, the signature event of the Berea Chamber of Commerce! This year's festival will be held September 18-20, 2020. We hope you'll mark your calendars and make plans to attend one of central Kentucky's fastest growing events.

A community event of this magnitude is not possible without the generous support of local businesses and organizations. This year's festival is no different and we are excited to offer an extensive list of sponsorship opportunities for you to consider.

Attracting 60,000+ visitors from almost every Kentucky county and states far and wide over the course of the three-day festival, there's truly something for everyone. The Spoonbread Festival prides itself on FREE family fun for all ages. From musical acts under the entertainment tent to tethered hot air balloon rides, beauty pageant, a car show and more. These opportunities to create family memories are a hallmark of the festival largely through support from businesses like yours.

A prestigious presenting sponsorship for the festival or one of our many events is the perfect way to capitalize on your investment and be a leader in putting on the community's largest event. In order to get the most exposure out of your sponsorship, it is important that you secure your spot by June 1st as advertising for the festival as a whole and any specific events will begin rolling out at that time.

Our presenting sponsors receive logo recognition in Spoonbread Festival social media posts (Facebook, Twitter and Instagram) promoting specific events! This is a great way to reach thousands of followers beyond your business's social media reach.

Please direct your questions to 859-986-9760 and feel free to pass along your ideas for new events or ways to enhance other festival traditions. We are committed to growing the Spoonbread Festival and would appreciate your assistance with this important community event!

Sincerely,

*David Rowlette*

David Rowlette, Executive Director  
Berea Chamber of Commerce

Enclosures

[www.spoonbreadfestival.com](http://www.spoonbreadfestival.com)

*Berea*

# Spoon Bread Festival

*September  
18 - 20, 2020*

***Advertising / Sponsorship Opportunities  
[www.spoonbreadfestival.com](http://www.spoonbreadfestival.com)***

**Signature Event of the Berea Chamber of Commerce**

## Festival / Corporate Sponsor(s) - Put your business out front at this community event

**\$2,500**

Corporate sponsorship consists of \$1,000 for general marketing of the festival and a total of \$1,500 to be spread over one or more events / activities listed below at various levels of sponsorship.

Featured corporate sponsors of the overall festival (pre event & post event advertising)

Special recognition as festival sponsor on the Spoonbread Festival website

Special recognition during Opening Ceremony and in the Festival Guide

Choice of Event Sponsorships (\$1,500 to be spread over one or more events)

12' X 12' booth / exhibit space at festival

Included in the parade of sponsors (3' X 5' color banner with your logo)

<b>Competitive Event Sponsorship Opportunities</b>	<b>Presenting</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Beauty Pageant</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Special recognition during the pageant	●			
Recognition as event sponsor in all marketing materials for the pageant	●	●		
Listed as event sponsor on Spoonbread Festival website	●	●		
Free table display space during the beauty pageant	●	●	●	
Included in the parade of sponsors (3'X 5' banner)	●	●	●	●
<b>Car Show</b>	<b>\$1,500</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Special recognition during the car show	●			
Trophy sponsor and opportunity to award prizes during the awards ceremony	●			
Free display space during the car show	●			
Recognition as event sponsor in all marketing materials for the car show	●	●		
Listed as event sponsor on Spoonbread Festival website	●	●		
Assist in the selection of the Chamber's Choice Award	●	●	●	
Included in the parade of sponsors (3' X 5' banner)	●	●	●	●
T-shirt sponsor	●	●	●	●
<b>Family Dog Show</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Special recognition during the dog show	●			
Opportunity to award prizes during the awards ceremony for the dog show	●			
Recognition as event sponsor in all marketing materials for the dog show	●	●		
Listed as event sponsor on Spoonbread Festival website	●	●		
Free table display space during the dog show	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●
<b>5 K Run &amp; 1 Mile Walk</b>	<b>\$2,500</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Special recognition during the 5-K Run	●			
Award / Trophy sponsor and opportunity to awards prizes during ceremony	●			
Recognition as event sponsor in all marketing materials for the 5-K Run	●	●		
Listed as event sponsor on Spoonbread Festival website	●	●		
Free table display space during the 5-K Run	●	●	●	
Included in the parade of sponsors (3' X 5' banner ) T-Shirt Sponsor	●	●	●	●
T-shirt sponsor	●	●	●	●
<b>Cornhole Tournament</b>	<b>\$750</b>	<b>\$300</b>	<b>\$200</b>	<b>\$125</b>
Special recognition during the Cornhole Tournament	●			
Opportunity to award prizes during the awards ceremony	●			
Recognition as event sponsor in all marketing materials for the Cornhole Tournament	●	●		
Listed as event sponsor on Spoonbread Festival website	●	●		
Free table display space during the Cornhole Tournament	●	●	●	
Included in the parade of sponsors (3' X 5' banner)	●	●	●	●
T-shirt sponsor	●	●	●	●
<b>Spoonbread Eating Contest</b>	<b>\$750</b>	<b>\$300</b>	<b>\$200</b>	<b>\$125</b>
Special recognition during the Spoonbread Eating Contest	●			
Opportunity to award prizes during the awards ceremony	●			
Recognition as event sponsor in all marketing materials for the contest	●			
Listed as event sponsor on Spoonbread Festival website	●	●		
Free display space during the Spoonbread Eating contest	●	●		
Serve as a judge for the Spoonbread Eating Contest	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●

<b>Entertainment Sponsorship Opportunities</b>	<b>Presenting</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Festival Concerts &amp; Dancers</b>	<b>\$5,000</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
Recognized as concert sponsor through radio and print media	●			
Opportunity to introduce headliner act on Friday and Saturday evenings	●			
Opportunity to set up a promotional display at concert	●			
Special recognition during the concert	●	●		
Recognized as concert sponsor on the Spoonbread Festival website	●	●		
Signage near the entertainment stage / tent recognizing sponsor	●	●	●	
Included in the parade of sponsors (3'x5" banner)	●	●	●	●
<b>Hot Air Balloon Glow</b>	<b>\$2,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Recognized as hot air balloon glow event sponsor through print media	●			
Opportunity to set up a promotional display at demonstration area	●	●		
Signage recognizing sponsor at the Hot Air Balloon Event	●	●		
Recognized as event sponsor on the Spoonbread Festival website	●	●		
Serve as a member of the ground crew for the balloons	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●
<b>Hot Air Balloon Tethered Rides</b>	<b>\$2,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Recognized as a hot air balloon event sponsor through print media	●			
First ride in a balloon	●			
Opportunity to set up a promotional display at Hot Air Balloon Event	●	●		
Recognized as concert sponsor on the Spoonbread Festival website	●	●		
Signage recognizing sponsor at the Hot Air Balloon Event	●	●	●	
Business Name / Corporate Logo to be flown on a balloon	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●
<b>Motorcycle Events</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Special recognition prior to the motorcycle events	●			
Opportunity to award prizes as part of the motorcycle event	●			
Free display space as a part of the motorcycle events	●			
Recognized as event sponsor in all marketing materials for the motorcycle events	●	●		
Recognized as motorcycle event sponsor on the Spoonbread Festival website	●	●		
Serve as a judge for the motorcycle show	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●
T-shirt sponsor	●	●	●	●
<b>Fun Park Sponsorship</b>				
<b>Carnival Sponsor(s)</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Recognized as Carnival sponsor on the Spoonbread Festival website	●	●		
Signage at entrance to Fun Park	●	●		
Included in the parade of sponsors (3'X5' banner)	●	●	●	●
<b>Kiddie Land Sponsor(s)</b>	<b>\$2,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Opportunity to set up a promotional display within Kiddie Land	●			
Listed as Kiddie Land sponsor on the Spoonbread Festival website	●	●		
Signage at entrance to Kiddie Land	●	●		
Opportunity to assist in staffing the activity / event	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●

<b>Exhibit Sponsorship Opportunities</b>	<b>Presenting</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Antique Tractor Exhibit</b>	<b>\$1,000</b>	<b>\$300</b>	<b>\$200</b>	<b>\$125</b>
Listed as exhibit sponsor on the Spoonbread Festival website	●			
Free table display during the tractor show	●			
Signage at exhibit area recognizing sponsor(s)	●	●		
Listed on all event marketing tools	●	●		
Goodie bag & door prize sponsor	●	●	●	
Included in the parade of sponsors (3'x5" banner)	●	●	●	●
T-shirt sponsor	●	●	●	●
<b>Spoonbread Booth Sponsor(s)</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Listed as Presenting Sponsor on the Spoonbread website	●			
Signage at sales booth recognizing sponsor(s)	●	●		
Volunteer / assist in staffing the sales booth	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●
<b>Spoonbread Parade Sponsor(s)</b>	<b>\$1,000</b>	<b>\$300</b>	<b>\$200</b>	<b>\$125</b>
Recognized at least three(3) times during the parade from the review stand	●			
Opportunity to award prizes for parade winners	●			
Listed as parade sponsor on the Spoonbread Festival website	●	●		
Serve as a judge for the parade float competition	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●
<b>Festival Shuttle(s)</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
Recognized as shuttle sponsor through all pre/post Spoonbread Festival marketing	●			
Opportunity to ride the shuttle and welcome festival visitors	●			
Opportunity to staff the pick-up points in designated parking areas	●			
Recognized as shuttle sponsor on the Spoonbread Festival website	●	●		
Special recognition from the entertainment tent throughout the weekend	●	●		
Signage on the shuttle vehicle(s)	●	●	●	
Included in the parade of sponsors (3'X5' banner)	●	●	●	●
<b>Friend of the Festival</b>	<b>\$50 - \$250</b>			
Undesignated financial contributions from individuals and businesses who want to support the Spoonbread Festival's general advertising and operating expenses.				
<b>Advertising / Media Sponsor(s)</b>				
In-kind support designed to leverage the Spoonbread Festival's marketing budget				
<b>In kind Sponsor(s)</b>				
Individuals and businesses who donate materials, supplies and labor, all of which are essential to the success of the festival.				

## Suggestions for getting the most from your sponsorship of the 2020 Spoonbread Festival

1. Complete and promptly return the enclosed sponsorship agreement in order to maximize the benefits of sponsoring the festival. Advertising commitments for the festival are being finalized at this time.
2. Utilize the Spoonbread Festival Logo in your pre-festival advertising.
3. Explore tie-in opportunities promoting your product or service.
4. Develop and conduct festival related contests and give-a-ways to help increase traffic at your place of business.
5. Notify everyone of your festival involvement, on receipts, invoices, billing inserts, direct mail pieces, your website and other marketing campaigns
6. Utilize reciprocal links through [www.spoonbreadfestival.com](http://www.spoonbreadfestival.com)
7. Invite a member of the Spoonbread Festival Steering Committee to come and speak to your group.
8. Use Facebook and other forms of social media to promote your participation in the festival.

**For more information about the Spoonbread Festival and Advertising / Sponsorship Opportunities, please call the Berea Chamber at (859) 986-9760**



# 2020 Spoonbread Festival Sponsorship Agreement

**Sponsorship  
Amount**

**Festival / Corporate Sponsor(s):** \$2,500 (includes \$1,000 for general marketing of the festival and \$1,500 of various sponsorships to be selected from one or more of the activities / events listed below)

\_\_\_\_\_

**Competitive Event Sponsor(s):**

Beauty Pageant: Presenting = \$1,000; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

Car Show: Presenting = \$1,500; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

Family Fun Dog Show: Presenting = \$1,000; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

5-K Run & 1 Mile Walk: Presenting = \$2,500; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

Cornhole Tournament: Presenting = \$750; Gold = \$300; Silver = \$200; Bronze = \$125

\_\_\_\_\_

Spoonbread Eating Contest: Presenting = \$750; Gold = \$300; Silver = \$200; Bronze = \$125

\_\_\_\_\_

**Festival Shuttle Sponsor(s):**

Presenting = \$1,000; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

**Entertainment Sponsor(s):**

FREE Concerts and Dancers: Presenting = \$5,000; Gold = \$1,000; Silver = \$500; Bronze = \$250

\_\_\_\_\_

Hot Air Balloon Glow: Presenting = \$2,000; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

Hot Air Balloon Tethered Rides: Presenting = \$2,000; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

Motorcycle Events: Presenting = \$1,000; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

**Fun Park Sponsor(s):**

Carnival: Presenting = \$1,000; Gold = \$500; Silver = \$250; Bronze = \$125

\_\_\_\_\_

Kiddie Land: Presenting \$2,000; Gold = \$500; Silver = \$ 250; Bronze = \$125

\_\_\_\_\_

**Exhibit Sponsor(s):**

Antique Tractor Exhibit: Presenting = \$1,000; Gold = \$300; Silver = \$200; Bronze = \$125

\_\_\_\_\_

Spoonbread Booth: Presenting = \$1,000; Gold = \$500.00; Silver = \$250; Bronze = \$125

\_\_\_\_\_

Spoonbread Parade: Presenting = \$1,000; Gold = \$300.00; Silver = \$200; Bronze = \$125

\_\_\_\_\_

**Friend of the Festival Sponsor(s):** Undesignated contribution \$50 - \$250

\_\_\_\_\_

Business Name: \_\_\_\_\_

- Check Enclosed
- Please Invoice
- Send booth application

**Total:** \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

**Make check payable to: Spoonbread Festival**

**Mail to:** Berea Chamber of Commerce  
Peoples Bank Annex  
424 B Chestnut Street  
Berea, KY 40403  
Phone: (859) 986-9760  
FAX: (859) 986-2501

## Spoonbread Festival In-Kind Sponsorship

**All In-Kind Sponsorships must be approved by the Spoonbread Festival Steering Committee.**

**In-Kind Sponsor(s):** Individuals and businesses who donate materials, and supplies, all of which are essential to the success of the festival.

Description:

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**Market Value:** \_\_\_\_\_

### **Advertising / Media Sponsor(s)**

Media Partner: In-kind support designed to leverage the Chamber's marketing budget.

Description:

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**Market Value:** \_\_\_\_\_

**Corporate Staffing Commitment:** My staff and I would like to be considered for festival staffing needs (volunteers) for the following areas: (check areas of interest)

Chamber Information Booth	Car Show	Antique Tractors	Park Entertainment
Chamber Spoonbread Sales Booth	Motorcycle Events	Parade	Hot Air Balloons
Spoonbread Preparation / Kitchen	Dog Show	5-K Run	Festival Signage
Festival Set-Up & Clean-Up	Beauty Pageant	Cornhole	Parking / Security
Spoonbread Eating Contest	Vendor Move In		Shuttle Services
Vendor Check In	Vendor Move Out	Kiddie Land	

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

**For more information on In-Kind Sponsorship call:  
Berea Chamber of Commerce  
Phone: (859) 986-9760  
FAX: (859) 986-2501**