

Were you at Cheesefest 2016???



Thanks to our sponsors and guests, 2016 was one of our most successful years yet and we are making plans to make the Great Wisconsin Cheese Festival even better in 2017! We are also continuing to grow partner relationships with awesome sponsors.

SPONSORSHIP FAQ:

Q. How can sponsorship of the Great Wisconsin Cheese Festival help my business?

A. Last year we had another highly successful & record attended weekend! We draw people in from not just the Fox Valley area but all over the state as well. This is a tremendous exposure opportunity for your business. In addition to foot traffic viewing your logo and signage, we also have extensive placement on brochures, festival literature and web presence. We are also proudly partnered with Woodward Communications. We have fantastic radio marketing that highlights our sponsor partners. On top of all that we also run a very effective digital marketing campaign that includes social media exposure for our sponsor partners.

Q. Does the Great Wisconsin Cheese Festival provide an image that is consistent with my business?

A. The Great Wisconsin Cheese Festival is a nonprofit event run by a volunteer board. All of the money raised at our event is distributed to local clubs and community improvements in Little Chute. We are a family orientated event celebrating our 29th year of successful fundraising. We have helped countless youth and adult organizations, assisted with many area improvements and are excited about working with you to continue to aid the strong, thriving community we are all so proud of.

Q. How is the money for my sponsorship being spent by the Great Wisconsin Cheese Festival?

A. Over the years we have made improvements to the festival grounds including a fantastic amphitheater, helped out building a gorgeous 46 X 90 foot pavilion complete with kitchen, as well as lighting and other additions. We have also helped to build an award winning pedestrian bridge tying two walking trails together and connecting a few of the Little Chute's spectacular parks. We have helped out numerous clubs, the village library, Fox Valley Metro Police Department, our volunteer fire department, and several school groups. In fact, to date the Great Wisconsin Cheese Festival has donated over 1.3 million dollars back to our community! We are so proud of what we have been able to accomplish working together.

Q. Are there different opportunities for sponsorship to fit my budget?

A. There are 4 different ways to get involved with the Great Wisconsin Cheese Festival. The list of differences between Diamond, Gold, Silver & Bronze sponsors are listed below. We know you will find a level of sponsorship that will fit your budget. All levels offer the pride of knowing you are part of a Team helping to make our community better, but please consider the great opportunity higher visibility sponsorships offer to your business.

Q. How do I join the party and help sponsor the Great Wisconsin Cheese Festival?

A. Just fill out the form at the bottom of this letter and return to us with the sponsorship fee. It's that easy! Please feel free to contact Joe Harlow directly at (920) 585-3172. As marketing director for the Great Wisconsin Cheese Festival, Joe will be happy to answer any and all questions you may have. In total we are a volunteer board of nine and are all passionate about ensuring the greatest success of this festival. We all harbor a strong sense of pride for what this festival represents and the impact it has on the Village of Little Chute.

Get involved and be part of our team!
Together we are making a difference in our community!

BENEFITS TO SPONSORS

Diamond Sponsors (\$1,000+) will receive:

- Recognition on sponsor board by main entrance in boldest lettering of all sponsors (must provide logo).
- Logo/name on promotional schedule of events newspaper ads and other marketing.
- Logo/name on 5,000 schedule of events brochures (festival website and social media will also contain events brochure).
- Logo/name on 100 promotional posters.
- Preferred parking privileges at Doyle Park.
- A 10' x 10' uncovered display area at the festival (location must be approved by board ten days prior to festival).
- Ten weekend admission passes (valid all three days).
- An appreciation plaque for new sponsors. Continuing sponsors receive an engraved year tag for plaque.

Bronze Sponsors (\$100) will receive:

- Recognition on sponsor board by main entrance (lettering on all printed material will be in proportion to level of sponsorship).
- Two weekend admission passes (valid all three days).
- An appreciation plaque for new sponsors. Continuing sponsors receive an engraved year tag for plaque.

If you have questions,
please contact Joe Harlow at
(920) 585-3172 or jharlow@hbs.net

Gold Sponsors (\$500) will receive:

- Recognition on sponsor board by main entrance (lettering on all printed material will be in proportion to level of sponsorship).
- Name on 5,000 schedule of events brochures (festival website and social media will also contain events brochure).
- Name on 100 promotional posters.
- Six weekend admission passes (valid all three days).
- An appreciation plaque for new sponsors. Continuing sponsors receive an engraved year tag for plaque.

Silver Sponsors (\$250) will receive:

- Recognition on sponsor board by main entrance (lettering on all printed material will be in proportion to level of sponsorship).
- Name on 5,000 schedule of events brochures (festival website and social media will also contain events brochure).
- Four weekend admission passes (valid all three days).
- An appreciation plaque for new sponsors. Continuing sponsors receive an engraved year tag for plaque.

Cheesefest Board Members:

Al Zierler (Chairman)

Todd Schommer

Donna Koebe

Harry Van Lith

Bob Weiske

Joe Harlow

Adam Breest

Tom Flick

Matt Fronsee

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2017 GREAT WISCONSIN CHEESE FESTIVAL SPONSORSHIP CARD



Yes, we would like to take this opportunity to help support this year's Great Wisconsin Cheese Festival.

Diamond Sponsor (\$1,000+)

Silver Sponsor (\$250)

Gold Sponsor (\$500)

Bronze Sponsor (\$100)

Please send sponsorship card and your check to the Great Wisconsin Cheese Festival, 108 W. Main Street, Little Chute, WI 54140, **by Friday, March 3rd**. Thank You!

NAME OF BUSINESS: _____
(As you would like it to appear in print - space is limited; cannot list multiple business names. Diamond sponsors must provide logo to be used.)

MAILING ADDRESS: _____ ZIP CODE: _____

CONTACT PERSON: _____ PHONE #: _____