



ON HISTORIC WALNUT STREET

Cider days

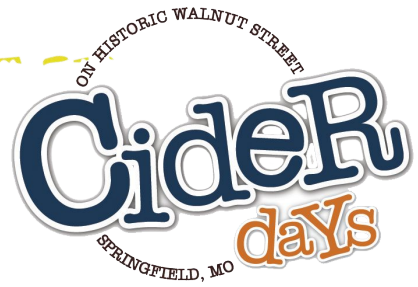
SPRINGFIELD, MO

Sept. 15 & 16, 2018



2018 Sponsor Packet

What is Cider Days?



This two-day fall outdoor festival takes place on Historic Walnut Street in Springfield, Missouri, and features regional artists and crafters, performance stages, fall-themed activities for kids, apple cider and more!

Why should you sponsor?

- **Get your brand in front of 20,000 attendees.**

Established in 1998, Cider Days is a community event that draws 20,000 attendees annually from Springfield and Southwest Missouri.

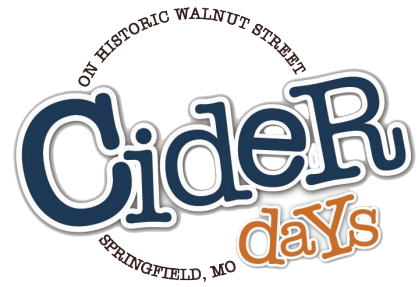
- **Reach young families and art/craft enthusiasts.**

Cider Days strives to be family-friendly. Therefore, our audience made up mostly of young families and art/craft enthusiasts of all ages.

- **Show your support for the Springfield community and historical neighborhoods.**

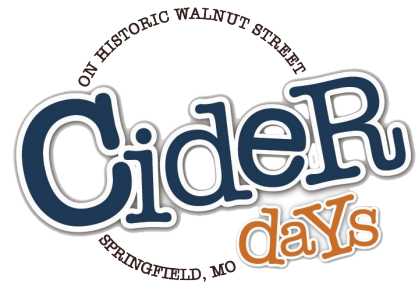
Proceeds from Cider Days goes to the Historic Walnut Street Association and the Downtown Springfield Association: two organizations focused on keeping center city Springfield vibrant for generations to come.

Sponsors Packages



	Gala- \$7,500 (SOLD)	Fuij- \$3,500 (2x)	Jazz- \$2,000 (3x)	Honeycrisp- \$1,000 (3x)	Booth- \$500	In-Kind
Logo on Website	X	X	X	X	X	X
Brochure Mention	X	X	X	X	X	X
Social Mention(s)	3	2	1	1	1	1
Stickers	75	35	20	10	5	2
T-shirts	20	12	7	3	1	
Logo on Tower	X	X	X	X	X	
On-site Signage	X	X	X	X		
Release Mention	X	X	X			
Logo on Sticker	X	X				
Logo on Poster	X	X				
Logo on T-shirt	X					

Gala Package - SOLD

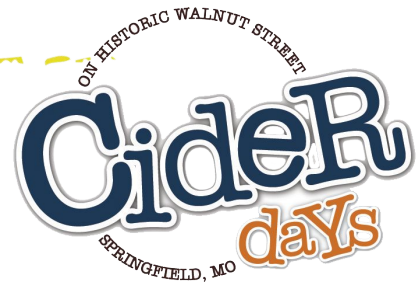


With royal heritage, the Gala apple originated in New Zealand. It was named after Queen Elizabeth II once she declared it her favorite varietal on a visit to New Zealand. Like the Gala apple, your company can receive the royal treatment by serving as our presenting sponsor.

\$7,500 Package Includes:

- Logo integrated into official Cider Days branding/theme
- Official, exclusive sticker sponsor
- “Presented by” on all marketing materials -- including posters, press release, PSA’s, stickers, etc.
- Logo on sleeve of event t-shirts
- Logo included on event preview banner and entrance signage
 - If 3-year contract signed, can get logo placed twice
- Prominent placement of multiple banners
 - Custom signage, available at no charge upon request
- Multiple social media shout outs
- 75 admission tickets for employees
- 20 Cider Days t-shirts
- Opportunity to run an ad with Downtown Springfield Association
- Have a booth on-site if desired
- Opportunity to serve on committee and shape event
- Logo on website
- Brochure mention

Fuji Packages



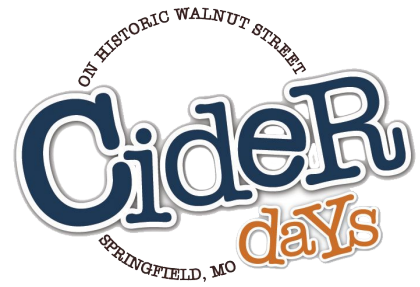
Named after the highest peak in Japan, the Fuji apple's popularity is at an all time high. Bring your company to new heights at Cider Days 2018 by purchasing one of our two Fuji sponsor packages.

\$3,500 Package Includes:

- Mentioned on all marketing materials -- including posters, press release, PSA's, stickers, etc.
- Multiple social media shout outs
- Prominent placement of multiple banners
 - Custom signage, available at no charge upon request
- Logo included on preview banners and entrance signage
- 35 admission tickets for employees
- 12 Cider Days t-shirts
- Opportunity to run an ad with Downtown Springfield Association
- Have a booth on-site if desired
- Opportunity to serve on committee and shape event
- Brochure mention and logo on website



Jazz Packages



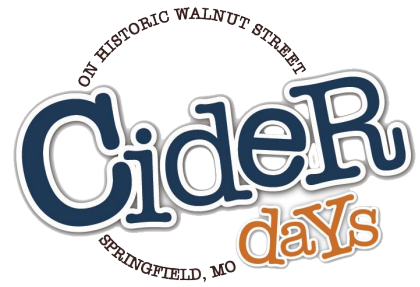
The Jazz apple lives up to its musical namesake by being mellow with a little bit of every flavor note working together deliciously. Reach Cider Days attendees that appreciate a good note by purchasing one of our three Jazz sponsor packages.

\$2,000 Package Includes:

- Display signage prominently on one of the three performance stages throughout the festival:
 - Show Wagon Stage
 - Bandstand Stage
 - Music at the Inn Stage
- Social media shout out
- 20 admission tickets for employees
- 7 Cider Days t-shirts
- Have a booth on-site if desired
- Custom signage, available at no charge upon request
- Logo included on entrance signage and website
- Brochure mention



Honeycrisp Packages



Known for its sweetness and explosive crispness, the Honeycrisp is a newcomer taking the apple scene by storm. Connect your brand with something sweet and memorable at Cider Days with one of our three Honeycrisp packages.

\$1,000 Package Includes:

- Display signage prominently at one of our activities throughout the festival:
 - Food Court (SOLD)
 - Scarecrow Village
 - Custom Activity
- Social media shout out
- 10 admission tickets for employees
- 3 Cider Days t-shirts
- Have a booth on-site if desired
- Custom signage, available at no charge (upon request)
- Brochure mention
- Logo included on entrance signage and website



Sponsor Booth



Looking for an opportunity to capture the attention 20,000 folks from Southwest Missouri at a lower price point? Consider having a booth at Cider Days to promote your brand and interact with attendees.

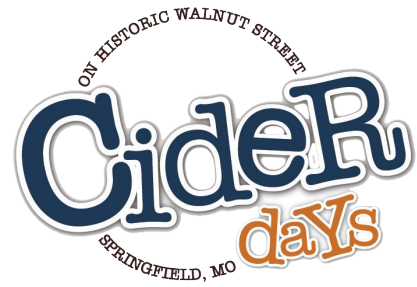
\$500 Package Include:

- Opportunity to have a booth on site to interact with event attendees*
- One table and two chairs*
- 5 admission tickets for employees
- Brochure mention
- Logo included on entrance signage
- Logo on website

**Sponsors are responsible for any tent and signage needs.*



In-Kind Sponsors



There are also many in-kind sponsorship opportunities with the 20th Anniversary of Cider Days on Historic Walnut Street.

- **21 Days of Cider (21x available)**

- Donate one-of-a-kind prizes to be given away during the 21 Days of Cider promotion leading up to Cider Days
 - Examples: family friendly activities, crafty items, apple treats, etc..
- Offer a discount and/or host an apple-themed event in honor of the 21 Days of Cider.
 - Examples: 21% off Cider or a Cider/Cheese pairing party

- **Artist Breakfast (2x available):**

- Donate breakfast and/or coffee to our artist vendors to show goodwill to the art community

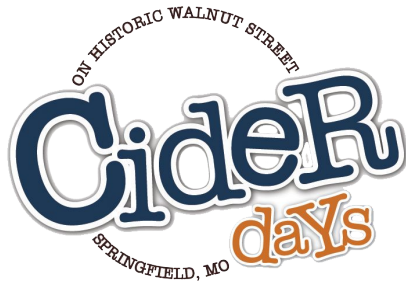
- **Golf Carts (1x available):**

- In need of 3x golf carts to use throughout the 2-day festival
- Sponsor would get signage on the side of the golf carts in addition to the other in-kind benefits.

- **Signage/Advertising/Other Services:**

- Recognize services such as sign production and advertising as in-kind donations

All in-kind sponsors will receive a social media shout out, a logo on the website and 2 free admission tickets.



**Sponsorship
deadline is
August 17, 2018**

**For questions or to reserve your sponsorship,
call 417-831-6200 or email
bethany@itsalldowntown.com.**