

**Taste of
Hamburg-er Festival**



2019 Sponsorship Opportunities

**August 31, 2019
10 am – 6 pm**

GENERAL SPONSORS

Title Sponsor \$10,000 (only accepting one)

This sponsor will have their business named as the presenter of the event and will receive print, radio and social media recognition. Example: 2019 Taste of Hamburg-er Festival presented by “*your business name*”. PLUS you will receive all of the following:

- A FULL PAGE of advertising space in the official festival guide distributed at all paid parking areas, several locations amidst the festival area, AND distributed to all Reading Eagle subscribers the week prior to the event
- A FREE 10' x 10' vendor space for a promotional display, with all participation fees waived
- On-air interview during the live radio remote coverage
- Business mention at entertainment areas during music breaks
- Your logo and name recognition in selected print advertising,
- Hanging of a banner provided by your business
- 10 free parking vouchers
- Your choice of two free pieces of festival merchandise
- Four complimentary tickets to the Hamburg Strand Theater
- Distribution of literature at the hospitality area (provided by your business)
- Your logo & link to your business website on tasteofhamburger.com , the official festival website
- Name listing in official festival guide
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

Whopper: \$1,000

- A FREE 10' x 10' vendor space for a promotional display
- Radio tag lines during the live remote coverage
- Business mention at entertainment areas during music breaks
- Your logo and name recognition in selected print advertising,
- Hanging of a banner provided by your business
- Four free parking vouchers
- Your choice of two free pieces of festival merchandise
- Two complimentary tickets to the Hamburg Strand Theater
- Distribution of literature at the hospitality area (provided by your business)
- Your logo & link to your business website on tasteofhamburger.com , the official festival website
- Name listing in official festival guide
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

Big Mac: \$500

- Your logo and name recognition in selected print advertising,
- Hanging of a banner provided by your business
- Four free parking vouchers
- Your choice of two free pieces of festival merchandise
- Two complimentary tickets to the Hamburg Strand Theater
- Distribution of literature at the hospitality area (provided by your business)
- Your logo & link to your business website on tasteofhamburger.com , the official festival website
- Name listing in official festival guide
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

Quarter Pounder: \$250

- Hanging of a banner provided by your business
- Two free parking vouchers
- Your choice of a free piece of festival merchandise
- Two complimentary tickets to the Hamburg Strand Theater
- Distribution of literature at the hospitality area (provided by your business)
- Your logo & link to your business website on tasteofhamburger.com , the official festival website
- Name listing in official festival guide
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

Hamburger Helper: \$100

- Two complimentary parking passes
- Distribution of literature at the hospitality area (provided by your business)
- Name listing in official festival guide and on tasteofhamburger.com, the official festival website
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

Condiment: Other

- Name listing in official festival guide and on tasteofhamburger.com, the official festival website
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

CONTEST SPONSORS

Professional Burger Eating Competition: \$2,500

All of the Whopper benefits, plus naming rights to the burger eating competition and the ability to distribute sample products and promotional items during the festival. Participation fees are waived for one 10 x 10 stand

Amateur Burger Eating Competition: \$1,000

All of the Big Mac benefits plus sponsor acknowledgment during the amateur burger eating contest and the ability to distribute sample products and promotional items during the festival.

People's Choice Award: \$ 200 Ad space (approximately 2" x 5 ½") will be provided on voting ballots

Restaurant Cook-Off: \$ 150 Logo and name placed at judging station, name listing in festival guide

Organization Cook-Off \$ 150 Logo and name placed at judging station, name listing in festival guide

Concession Trailer Cook-Off \$ 150 Logo and name placed at judging station, name listing in festival guide

Newbie Award - \$ 150 Logo and name placed at judging station, name listing in festival guide

Cow Decorating Contest: \$ 100 Sponsor name placed at decorating area, listing in festival guide

OTHER

4th & Pine Street Beer and Wine "Patio" \$1,000

Sponsor receives all of the "Whopper" benefits with acknowledgment in the beer garden (banner provided by sponsor), and the ability to hand out sample product and promotional items within the beer garden area

State Street Square Bud & Burgers Beer and Wine Garden \$1,000

Sponsor receives all of the "Whopper" benefits with acknowledgment in the beer garden (banner provided by sponsor), and the ability to hand out sample product and promotional items within the beer garden area

Sizzler Stage \$500

Skillet Stage \$500

Spicy Stage \$500

Slider Stage \$500

Savory Stage \$500

Stage sponsors receive all the "Big Mac" benefits with recognition at the stage area (banner provided by sponsor)

WEEU Live Remote: \$750 (accepting 2)

Sponsor receives recognition at the remote area, an on-air interview during the event, 2 free pieces of festival merchandise, logo and name recognition in selected print advertising, logo and link to business website on tasteofhamburger.com, and a free parking pass

Parking/Shuttle Sponsor: \$500 (accepting three)

Ability to hand one piece of promotional literature to all visitors who park in a paid parking lot area, two free pieces of festival merchandise, logo and name recognition in selected print advertising, logo and link to business website on tasteofhamburger.com, and two free parking passes

In-kind Sponsor:

Sponsor benefits will be awarded at the value equivalent to the dollar value of your donation.