

## TASTE OF HAMBURG-ER FESTIVAL—2021



Located in historic Hamburg, PA the Taste of Hamburger Festival has grown into one of the most famous festivals on the east coast. Over 200 vendors participate, ranging from burger stands and miscellaneous food vendors to artisans and crafters, home based businesses, and activity stands for both the young and the young at heart—all lining the streets of downtown Hamburg for this one day event held yearly on Labor Day Saturday.

### Our History

The Taste of Hamburger Festival began in 2004 and has grown by leaps and bounds. The first year encompassed three blocks of the downtown—it now covers eight. Our attendance has grown from a few hundred to an estimated 50,000 and was recently named one of the top 10 festivals to attend in the state of PA!



### Our Audience

This family friendly event attracts hamburger-loving attendees from beyond the confines of the Greater Reading/Berks County area. Drawing in crowds of over 50,000 attendees, people come from all over the east coast and beyond for the experience.

### Our Featured Attractions

We have a little something for everyone! Lots of burgers, two beer and wine gardens, artisans and crafters, a “Dine & Dash” foot race, downtown shopping AND five stages of non-stop entertainment! And don’t miss the highlight of the festival—the Amateur and Professional Burger Eating Competitions! There are plenty of kid’s activities too including gem mining, rock climbing, face painting, carnival games, and inflatables.



### Our Purpose

The Taste of Hamburg-er Festival is presented by Our Town Foundation, Hamburg’s non-profit community revitalization corporation. We are a volunteer driven organization with a mission to revitalize, preserve, and promote downtown historic Hamburg for our families and future generations to enjoy.



Visit us at [www.tasteofhamburger.com](http://www.tasteofhamburger.com)  
Like us on [Facebook.com/tasteofhamburger](https://www.facebook.com/tasteofhamburger)  
Contact us at 610-562-3106 or email [otfmanager@aol.com](mailto:otfmanager@aol.com)  
For further information on Hamburg, visit [www.hamburgpa.org](http://www.hamburgpa.org)

# TASTE OF HAMBURG-ER FESTIVAL

## Presented by Kraft Heinz & Freedom Toyota

### 2021 Sponsorship Opportunities

September 4, 2021 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: 2021 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 30' 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 all entertainment areas during music breaks
- Your business will be tagged on a minimum of 30 social media posts
- Your logo and name recognition in the official festival guidebook and select print advertising
- Hanging of a banner provided by your business
- 10 free parking vouchers
- Your choice of 4 free pieces of festival merchandise
- 4 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](http://tasteofhamburger.com), the official festival website
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

##### **☐ Super Sonic: \$5,000**

- A HALF 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 20' 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 all entertainment areas during music breaks
- Your business will be tagged on a minimum of 20 social media posts
- Your logo and name recognition in the official festival guidebook and select print advertising
- Hanging of a banner provided by your business
- 6 free parking vouchers
- Your choice of 3 free pieces of festival merchandise
- 4 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](http://tasteofhamburger.com), the official festival website
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

##### **☐ Sonic: \$2,500**

- A QUARTER 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 all entertainment areas during music breaks
- Your business will be tagged on a minimum of 10 social media posts
- Your logo and name recognition in the official festival guidebook and select print advertising
- Hanging of a banner provided by your business
- 4 free parking vouchers
- Your choice of 2 free pieces of festival merchandise
- 2 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](http://tasteofhamburger.com), the official festival website
- 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 the official festival guidebook and select 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](http://tasteofhamburger.com), the official festival website
- A federal tax deduction of 100% of sponsorship (we are a 501(c) 3 organization)

**☐ Big Mac:** \$500

- Your logo and name recognition in the official festival guidebook and select 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](http://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

- 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](http://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)

**☐ The "Dutch" Burger:** \$100

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

**BURGER 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.

**Best Burger Competitions:**

All of the cook-off sponsors will receive their logo and name placed at the judging station, two free parking tickets, two complimentary tickets to the Hamburg Strand Theater, recognition in the festival guide and selected print advertising, distribution of literature at the hospitality area (provided by your business) and your logo and a link to your business website on [tasteofhamburger.com](http://tasteofhamburger.com), the official festival website

**☐ Restaurant Cook-Off:** \$ 250    **☐ Organization Cook-Off** \$ 250

**☐ Concession Trailer Cook-Off** \$ 250    **☐ Newbie Award** - \$ 250

**STAGE SPONSORS** – Stage sponsors receive all the “Big Mac” benefits with recognition at the stage area (banner provided by sponsor)

- ❑ **Sizzler Stage (Blues music)** located within the “Patio” Beer and Wine Garden \$750
- ❑ **Savory Stage (Classis Rock)** located within the “Bud & Burgers” Beer and Wine Garden \$750
  - ❑ **Skillet Stage (Variety)** \$500
  - ❑ **Spicy Stage (Solos and Duos)** \$500
  - ❑ **Slider Stage (Country and Bluegrass)** \$500

**OTHER**

- ❑ **4<sup>th</sup> & Pine Street Beer and Wine “Patio”** \$1,500  
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** \$1,500  
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
- ❑ **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](http://tasteofhamburger.com), and a free parking pass
- ❑ **“Hamburger Helper” First Aid Station:** \$500  
Sponsor receives recognition at the first aid station, 2 free pieces of festival merchandise, logo and name recognition in the festival guide and selected print advertising, logo and link to business website on [tasteofhamburger.com](http://tasteofhamburger.com), and a free parking pass
- ❑ **“Where’s the Beef” Hospitality Tent** \$250  
Sponsor receives recognition at the hospitality tent area, 1 free piece of festival merchandise, name recognition in the festival guide and selected print advertising, logo and link to business website on [tasteofhamburger.com](http://tasteofhamburger.com), and a free parking pass
- ❑ **Cow Decorating Contest:** \$ 150 Sponsor name and logo placed at decorating area, recognition in festival guide and selected print advertising, distribution of literature at the hospitality area (provided by your business) and your logo and a link to your business website on [tasteofhamburger.com](http://tasteofhamburger.com), the official festival website
- ❑ **“Have it Your Way” Sponsor:**  
This category is for anyone wishing to donate product or services. Please list what you are providing and the value. Sponsor benefits will be awarded at the value equivalent to the dollar value of your donation.

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# TASTE OF HAMBURG-ER FESTIVAL

## Presented by Kraft Heinz & Freedom Toyota



**SPONSOR REGISTRATION FORM**  
**Saturday, September 4, 2021**  
**10:00 am - 6:00 pm**

### CONTACT INFORMATION

Contact Name: \_\_\_\_\_  
 Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Business Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Website: \_\_\_\_\_  
 Method of Payment: \_\_\_\_\_ Check (made payable to Taste of Hamburg-er Festival) \_\_\_\_\_ Credit Card  
 Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_  
 Card Holders Name: \_\_\_\_\_  
 Signature: \_\_\_\_\_

### SELECT LEVEL OF SPONSORSHIP PARTICIPATION

#### GENERAL SPONSORS

\_\_\_\_\_ TITLE \$10,000  
 \_\_\_\_\_ Super Sonic \$5,000  
 \_\_\_\_\_ Sonic \$2,500  
 \_\_\_\_\_ Whopper \$1,000  
 \_\_\_\_\_ Big Mac \$500  
 \_\_\_\_\_ Quarter Pounder \$250  
 \_\_\_\_\_ The "Dutch" Burger \$100  
 \_\_\_\_\_ Condiment

#### CONTEST SPONSORS

\_\_\_\_\_ Professional Burger Eating Competition \$2,500  
 \_\_\_\_\_ Amateur Burger Eating Competition \$1,000  
 \_\_\_\_\_ Organization Cook-off \$250  
 \_\_\_\_\_ Concession Trailer Cook-Off \$250  
 \_\_\_\_\_ Restaurant Cook-Off \$250  
 \_\_\_\_\_ Newbie Award \$250

#### STAGE SPONSORS

\_\_\_\_\_ Sizzler \$750  
 \_\_\_\_\_ Savory \$750  
 \_\_\_\_\_ Skillet \$500  
 \_\_\_\_\_ Spicy \$500  
 \_\_\_\_\_ Slider \$500

#### OTHER

\_\_\_\_\_ "Bud and Burgers" Beer and Wine Garden \$1,500  
 \_\_\_\_\_ "Patty-O" Beer and Wine Garden \$1,500  
 \_\_\_\_\_ WEEU Live Remote \$750  
 \_\_\_\_\_ "Hamburger Helper" First Aid Station \$500  
 \_\_\_\_\_ "Where's the Beef" Hospitality Tent \$250  
 \_\_\_\_\_ "Have it Your Way" in-kind donation

What type of product or service are you donating?

Value of In-Kind services or product \$\_\_\_\_\_

**Please return this form with your payment, if applicable, to Taste of Hamburg-er Festival, C/O Our Town Foundation, 320 State Street, Hamburg PA 19526.**  
**Questions? Call 610-562-3106**

**To be included in print advertising, please respond no later than June 30th.**  
**For sponsorships of \$250 or more, please forward your logo in jpeg format to**  
**otfmanager@aol.com.**