

## 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 Hamburger General Sponsor Benefits 2021

	Title \$10,000	Super Sonic \$5,000	Sonic \$2,500	Whopper \$1,000	Big Mac \$500	Quarter Pounder \$250	The "Dutch" Burger \$100	Condiment
Business named as presenter of event on print, radio, and social media advertising	Yes							
Advertising space in official festival guide (distributed to Reading Eagle subscribers a week prior and to festival attendees)	Full Page	Half Page	Quarter Page	Name Listing & Logo	Name Listing & Logo	Name Listing	Name Listing	Name Listing
Complimentary vendor space for promotional display	30' x 10'	20' x 10'	10' x 10'	10' x 10'				
Live remote radio coverage	On-air Interview	On-air Interview	On-air Interview	Radio Tag Lines				
30 second spot of self-created stage advertisement in between each act (wording provided by your company)	Yes	Yes	Yes					
Business will be tagged in social media posts	Minimum of 30 Posts	Minimum of 20 Posts	Minimum of 10 Posts					
Hanging of a banner provided by your business	Yes	Yes	Yes	Yes	Yes			
Business mention at all entertainment areas during music breaks	Yes	Yes	Yes	Yes				
Free parking vouchers	10	6	4	4	4	2	1	
Free pieces of festival merchandise	4	3	2	2	2	1		
Complimentary tickets to the Hamburg Strand Theater	4	4	2	2	2	2		
Distribution of literature at the hospitality area (provided by your business)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Recognition on tasteofhamburger.com (official website for the festival)	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Name Listing	Name Listing
Federal tax deduction of 100% of sponsorship (we are a 501(c)3 organization)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

\*Please select your level of sponsorship participation on the Sponsor Registration Form\*

# Taste of Hamburger **Specialty** Sponsor Benefits

Level of Sponsorship	Description of Benefits
\$2,500 <b>Professional Burger Eating Competition</b>	All of the <b>Sonic</b> benefits, plus naming rights to the burger eating competition and the ability to distribute sample products and promotional items during the festival. Registration deposits are waived for one 10' x 10' promotional stand.
\$1,000 <b>Amateur Burger Eating Competition</b>	All of the <b>Whopper</b> benefits, plus sponsor acknowledgement during the Amateur Burger Eating Competition and the ability to distribute sample products and promotional items during the festival.
<b>Best Burger Competitions:</b>	
\$250 <b>Restaurant Cook-Off</b>	Cook-off sponsors receive all of the <b>Quarter Pounder</b> benefits, plus a sign acknowledging their sponsorship will be placed at the judging station.
\$250 <b>Organization Cook-Off</b>	
\$250 <b>Concession Trailer Cook-Off</b>	
\$250 <b>Newbie Award</b>	
<b>Stage Sponsors:</b>	
\$750 <b>Sizzler Stage</b> (Blues Music): located within the "Patty-O" Beer and Wine Garden	Stage sponsors receive all of the <b>Big Mac</b> benefits with recognition at the stage area (banner provided by sponsor) and sponsor acknowledgement on printed entertainment schedules and in the festival guide.
\$750 <b>Savory Stage</b> (Classic Rock): located within the "Bud & Burgers" Beer and Wine Garden	
\$500 <b>Skillet Stage</b> (Variety, Acoustic)	
\$500 <b>Slider Stage</b> (Country and Bluegrass)	

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# Taste of Hamburger **Specialty** Sponsor Benefits

Level of Sponsorship	Description of Benefits
\$1,500 <i>4th &amp; Pine Street Beer and Wine "Patty-O"</i>	Sponsor receives all of the <b>Whopper</b> benefits with acknowledgement in the beer garden (banner provided by sponsor), and the ability to hand out sample product and promotional items within the beer garden area.
\$1,500 <i>State Street Square "Bud &amp; Burgers" Beer and Wine Garden</i>	Sponsor receives all of the <b>Whopper</b> benefits with acknowledgement in the beer garden (banner provided by sponsor), and the ability to hand out sample product and promotional items within the beer garden area.
\$750 <i>WEEU Live Remote</i> (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 the festival guide, logo and link to business website on <a href="http://tasteofhamburger.com">tasteofhamburger.com</a> , and a free parking pass.
\$500 <i>"Hamburger Helper" First Aid Station</i>	Sponsor receives recognition at the first aid station, 2 free pieces of festival merchandise, logo and name recognition in the festival guide, logo and link to business website on <a href="http://tasteofhamburger.com">tasteofhamburger.com</a> , and a free parking pass.
\$250 <i>"Where's the Beef" Hospitality Tent</i>	Sponsor receives recognition at the hospitality tent area, 1 free piece of festival merchandise, name recognition in the festival guide, link to business website on <a href="http://tasteofhamburger.com">tasteofhamburger.com</a> , and 1 free parking pass.
\$150 <i>Cow Decorating Contest</i>	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 <a href="http://tasteofhamburger.com">tasteofhamburger.com</a> (official festival website).
<i>"Have it Your Way" Sponsor</i>	This category is for anyone wishing to donate products 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.

**\*Please select your level of sponsorship participation on the Sponsor Registration Form\***



**TASTE OF HAMBURG-er FESTIVAL**  
**Presented by Kelly Toyota Hyundai**  
**of Hamburg**



**KELLY**

Toyota Hyundai of Hamburg

— For Over 50 Years, Count On Kelly! —

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

Please return this form with your payment to: Taste of Hamburg-er Festival, C/O Our Town Foundation, 320 State Street, Hamburg PA 19526.  
 Send business logos in a jpeg format to [otfmanager@aol.com](mailto:otfmanager@aol.com) when submitting your sponsorship application. Questions? Call 610-562-3106

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

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

Business Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

**PAYMENT OPTION**

Method of Payment (please mark):  Check (made payable to Taste of Hamburg-er Festival)  Credit Card

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Cardholder's 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

**STAGE SPONSORS**

- Sizzler \$750
- Savory \$750
- Skillet \$500
- Slider \$500

**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

**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 \$ \_\_\_\_\_

To be included in print advertising, please respond no later than July 15th. For sponsorships of \$250 or more, please forward your logo in jpeg format to [otfmanager@aol.com](mailto:otfmanager@aol.com).