

# 2017

## Dairyfest Commitment

\_\_\_\_\_ **Premier Dairyfest Sponsor** – *exclusive* opportunity for one business interested in being promoted at the Dairyfest activities listed on this sheet – recognition will be through signage, public recognition, promotional brochure, 2017 t-shirts, MACCI website, and as the lead banner in the parade. - \$5,000

**Dairyfest Promotion Brochure** – distribution of 10,000 copies local and statewide  
This brochure lists the dates, times and location of each event. Advertising space is limited and all ads will be printed in full color. **Ads must be confirmed by April 11.**

- \_\_\_\_\_ Back page ad (size: 7-1/2” long x 3-1/2” wide) - \$1,200
- \_\_\_\_\_ ½ page inside fold ad (size: 3-3/4” long x 3-1/2” wide) - \$500
- \_\_\_\_\_ Thumb nail ad (size: 3-1/4” long x 3/4” wide) - \$300

**Dairyfest T-shirt** – business logo printed on back of shirts (**need commitment by April 11**).

- \_\_\_\_\_ 2017 T-shirt sponsor (logo printed on back of t-shirts) - \$400
- \_\_\_\_\_ 2017 T-shirt sleeve sponsor (logo on sleeve of t-shirts) - \$750

**Mayor’s Breakfast** – 2,000 attendees

*Sponsors will be acknowledged during the breakfast announcements throughout the morning, with signage on the serving lines and table tents on the dining tables.*

- \_\_\_\_\_ Dairyfest Ceramic Mug Sponsor - \$2,000
- \_\_\_\_\_ Plate sponsor -
- \_\_\_\_\_ Milk sponsor –
- \_\_\_\_\_ Egg Sponsor (recognized with signage by cooking area) - \$2,000
- \_\_\_\_\_ Fresh Fruit sponsor (recognized with signage on tables) - \$1,500
- \_\_\_\_\_ Strawberries sponsor – in-kind
- \_\_\_\_\_ Ham sponsor - \$500
- \_\_\_\_\_ Cheese trays (25 trays needed) sponsor –
- \_\_\_\_\_ Coffee sponsor –
- \_\_\_\_\_ Utensils sponsor - \$300
- \_\_\_\_\_ Kid’s handouts sponsor (balloons and promotional products from Wisconsin Milk Marketing Board) - \$500
- \_\_\_\_\_ Breakfast music sponsorship – \$500

**A letter asking for door prize donations will be sent at a later date.**

**(Over)**

## Picnic in the Park – approximately 2,500 attendees

- \_\_\_\_\_ 2017 Overall Picnic in the Park sponsor (logo printed in brochure, banner hung on stage, recognized in public announcements throughout the evening, staff a table at event to promote business/handout) – \$2,500
- \_\_\_\_\_ Entertainment sponsor of professional children’s entertainer – Mr. Steve, children’s entertainer (signage hung on stage throughout the evening) – \$500
- \_\_\_\_\_ Coin/candy hunt sponsor (signage in area of hunt, business to hand out promo items to participants) – \$600

## Saturday Fun Day – activities to take place at Marshfield Fair Park

*Sponsors will be acknowledged with signage at each activity and on the entertainment stage throughout the event.*

- \_\_\_\_\_ Entertainment tent sponsor - \$1,200
- \_\_\_\_\_ Petting zoo - \$400

## Parade -

- \_\_\_\_\_ UW-Madison Marching Band - \$3,500 (co-sponsored with more than one business)
- \_\_\_\_\_ High school band sponsorship (banner preceding unit in parade) - \$600
- \_\_\_\_\_ Sponsor youth responsible for garbage pick-up along parade route - \$300
- \_\_\_\_\_ Sponsor of banner carriers in parade - \$250

## Cash Donation

- \_\_\_\_\_ Use my cash donation of \$250 wherever needed.

## Payment information

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Vcode \_\_\_\_\_  
(Master Card, VISA, Discover accepted)

\_\_\_\_\_ Check enclosed.

**Return this 2017 Dairyfest commitment form to MACCI at:**

**Mail: 700 South Central Avenue, Marshfield, WI 54449**

**Fax: 715-387-8925, Email: [bauer.debbie@marshfieldchamber.com](mailto:bauer.debbie@marshfieldchamber.com)**

***Thank you for your support!***

Signed \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

Telephone # \_\_\_\_\_ Email \_\_\_\_\_