



AppleFest 2010 Sponsorship Opportunities



The Sponsorship Program for Niagara's inaugural year of AppleFest hosted by Beacon Christian School is a way to raise funds for local charities, raise funds to benefit the school and offset the costs of this family friendly and fun- filled event for the community. We invite you to be part of this opportunity and in so doing be acknowledged for your support.

Sponsorship Type	Event <i>Big Apple Sponsor Exclusive</i>	Main Stage Event Sponsors (up to three opportunities)	AppleFest Co-Sponsors (4 opportunities ie. Marketplace)	Décor Sponsor Exclusive	Game Sponsors (10 to 12 opportunities)	AppleFest Friend Sponsor, (unlimited)
Site Signage	Name/logo on entry points, stage, interior of school entrance & main outside tent. A continual digital image show of logos will run at times through event	Name/logo on entry points. A continual digital image show of logos will run at times through event	Name/logo on entry points of specific area. A continual digital image show of logos will run at times through event	Name/logo on entry points. A continual digital image show of logos will run at times through event	Name/logo on entry points. A continual digital image show of logos will run at times through event	N/A
Advertising	Name/logo in flyer; newspaper advertising, possibly named in radio spots related to event, BCS website leading up to event and 1 year after event	Name/logo in flyer; named in all radio spots related to event, BCS website leading up to event and 1 year after	Name/logo in flyer; signage near space sponsored, BCS website leading up to event and 1 year after	Name/logo in flyer; BCS website leading up to event and 1 year after	Name/logo in flyer; signage near item sponsored, BCS website leading up to event and 1 year after	Business card ad in flyer week prior to event, name listed on website leading up to event
Business Directory	Two page listing	One full page listing	Half page listing	Quarter page listing	Quarter page listing	Business card listing
Site presence	Public address, introduction of events/acts on main stage; promotional tent or table with material, logo/name in AppleFest Guide	Public address, introduction of events/acts on main stage; promotional tent or table with material, logo/name in AppleFest Guide	Public address, introduction (1 time) during event on main stage; promotional table with material, logo/name in AppleFest Guide	Logo/name in AppleFest Guide, promotional material on tables with decor	n/a	n/a
Hospitality	100 tokens for beverages, meal, events, 5 concert passes, unlimited use of Hospitality Tent	40 tokens daily for beverages, meal, events, 2 concert passes. Use of Hospitality Tent	20 tokens daily for beverages, meals and events. Use of Hospitality Tent.	15 tokens daily for beverages, meals and events	8 tokens daily for beverages, meals and events	4 tokens daily for beverages, meals and events
Sponsorship Cost	\$10,000	\$5,000	\$3,000 per sponsor	\$1,500	\$500 per item	\$250
Business Directory	Two page listing	One full page listing	Half page listing	Quarter page listing	Listing	Listing

*Big Apple sponsor will also receive additional advertising at our fundraising events: golf tournament (Sept), friendraising dinner (Feb), and Spring Auction (April)