



2017

FOODLINK
*Festival
of Food*
Sponsored by

SPONSORSHIP OPPORTUNITIES



About the Event

WHAT:

The Festival of Food is the largest independent tasting event in upstate New York, with more than 100 local restaurants, wineries, breweries, caterers, specialty food purveyors, bakeries, and farms. Guests enjoy samples of the best food and drink in the region.

WHEN:

Monday, September 18, 2017; 6-9pm

WHERE:

The City of Rochester Public Market, 280 N. Union Street, Rochester NY

AUDIENCE:

This year, Festival of Food attendance is predicted to be over 1,400. Guests include local foodies, previous Festival of Food attendees, Rochester festival-goers and friends of Foodlink.

MEDIA:

Our promotional partners include WHAM13, City Newspaper, Democrat and Chronicle Media Group, The Rochester Business Journal, Life in the Edible Finger Lakes Magazine and WXXI.

WHO IT SUPPORTS:

Foodlink is a regional food hub and the Feeding America food bank serving Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. Our operations target the root causes of hunger. We do this by distributing food to a network of human service agencies, serving meals through our commercial kitchen, and offering more than 30 food-related programs. In 2016, Foodlink distributed over 19 million pounds of food—including 4.6 million pounds of produce, offered more than 200 nutrition education courses, and created new access points for healthy foods in underserved communities. Our innovative approach directly addresses health disparities related to food insecurity. Learn more about our mission to end hunger and to leverage the power of food to build a healthier community at www.foodlinkny.org.

Contact

For all event inquiries:

Juliana Stefani

(585) 413-4077

jstefani@foodlinkny.org

Sponsorship Opportunities

All donations benefit Foodlink, a 501(c)3 not-for-profit tax exempt organization and are tax deductible to the fullest extent of the law.

Festival Basic Benefits Package (included in ALL sponsorships)**

- 1. Acknowledgement:** Mention in press releases and media alerts about the event
- 2. Advertisement:** The Festival of Food Guide, which is distributed in City Newspaper to 40,000 Rochesterians the week prior to the event, as well as all 1,500 + attendees
- 3. Online promotion:** On Foodlink website and e-newsletters (2,200 recipients)
- 4. Social media promotion:** Including Foodlink and Festival of Food Facebook and Twitter accounts

**** Friends of the Festival sponsors do not receive benefit #1.**

MAIN COURSE

Title Sponsor \$25,000 — SOLD

- Exclusive title presenting sponsor of the Festival, billed as “sponsored by”
- Full color/Full back page ad in the City Newspaper Festival of Food Guide
- Inclusion in **all** advertising — print and television.
- Company logo on Festival of Food posters and postcards, which will be displayed in shops, Restaurants and businesses in the 10-county service area
- Highlighted in Foodlink newsletter
- Company logo on Festival of Food T-shirts and 1,500 tote bags
- Company logo on signs at Festival of Food entrances
- Basic benefit package

SIDE DISHES

Tasting Plate Sponsor \$3,000 — SOLD

- Logo on the 1,500 tasting plates distributed to all attendees
- Logo included in all print advertising
- Company logo on Festival of Food posters and postcards, which will be displayed in shops, restaurants and businesses in the 10-county service area
- Company logo on signs at Festival of Food entrances
- 15 Festival of Food tickets
- Basic Benefits Package

Wine Glass Sponsor \$3,000 — SOLD

- Logo on the 1,500 souvenir wine glasses distributed to all attendees
- Logo included in all print advertising
- Company logo on Festival of Food posters and postcards, which will be displayed in shops, restaurants and businesses in the 10-county service area
- Company logo on signs at Festival of Food entrances
- 15 Festival of Food tickets
- Basic Benefits Package

VIP Sponsor \$3,000

- Logo on all VIP tickets, invites and signage for the VIP event at Cure at the Public Market before the start of the festival
- Logo included in all print advertising
- Company logo on Festival of Food posters and postcards, which will be displayed in shops, restaurants and businesses in the 10-county service area
- Company logo on signs at Festival of Food entrances
- 15 Festival of Food tickets
- Basic Benefits Package

APPETIZERS

Tote Bag Sponsor \$2,000 — SOLD

- Company logo on reusable tote bags that attendees take home (1,500 quantity)
- 5 Festival of Food tickets
- Basic Benefits package

Save the Date Sponsor \$2,000

- Company logo on a Save the Date keepsake that attendees take home (1,500 quantity)
- 5 Festival of Food tickets
- Basic Benefits package

Water Bottle Sponsor \$2,000 — SOLD

- Company logo on water bottle that attendees take home (1,500 quantity)
- 5 Festival of Food tickets
- Basic Benefits package

Entertainment Stage Sponsor \$2,000

- Premium banner placement on the music stage
- Logos on all table signage around the stage
- Opportunities to introduce the music headliners
- 5 Festival of Food tickets
- Basic Benefits Package

Entertainment Tent Sponsor \$2,000

- Premium banner placement on the entertainment tent
- Logos on all table signage within the tent
- 5 Festival of Food tickets
- Basic Benefits Package

Photo Booth Sponsor \$2,000

- Premium banner placement attached to the Photo Booth
- Logo on photo printouts from the Photo Booth
- Logo on all additional signage around the booth
- 5 Festival of Food tickets
- Basic Benefits Package

SOUPS & SALADS

Nutrition Demonstration Sponsor \$1,000

- Company logo on banner signage at the Foodlink, Nutrition Education demos table and on any recipes handed out at the demos during the festival.
- 3 Festival of Food tickets
- Basic Benefits package

Coaster Sponsor \$1,000 — SOLD

- Company logo on coasters given to participating vendors before the festival to advertise festival to their patrons (1,500 quantity)
- 3 Festival of Food tickets
- Basic Benefits package

Festival Volunteer T-shirt Sponsor \$1,000

- Company logo on all Festival of Food volunteer t-shirts. Shirts are bright orange and very visible during the event (40-50 depending on staffing needs)
- 3 Festival of Food tickets
- Basic Benefits package

Event Map Sponsor \$1,000

- Company logo on all map/way-finding signage at the event, as well as on all maps passed out to attendees (1,500+ quantity)
- 3 Festival of Food tickets
- Basic Benefits package

DESSERTS

Banner Sponsor \$500

- Logo or Company name on high visibility hanging banner
- 2 Festival of Food tickets
- Basic Benefits package

Friend of the Festival Sponsor \$150

- Basic Benefits package excluding benefit number one — Friend of the Festival Sponsors will not be acknowledged in press releases or media alerts.

Registration

Thank you for supporting the Festival of Food. Please select your desired level below, complete the form and send payment to the address below.

- Main Course — \$25,000 — SOLD**
- Side Dish: VIP Sponsor — \$3,000**
- Side Dish: Tasting Plate Sponsor — \$3,000 — SOLD**
- Side Dish: Wine Glass Sponsor — \$3,000 — SOLD**
- Appetizer: Tote Bag Sponsor — \$2,000 — SOLD**
- Appetizer: Save The Date Sponsor — \$2,000**
- Appetizer: Water Bottle Sponsor — \$2,000 — SOLD**
- Appetizer: Entertainment Stage Sponsor — \$2,000**
- Appetizer: Entertainment Tent Sponsor — \$2,000**
- Appetizer: Photo Booth Sponsor — \$2,000**
- Soups & Salads: Nutrition Demonstration Sponsor — \$1,000**
- Soups & Salads: Coaster Sponsor — \$1,000 — SOLD**
- Soups & Salads: Festival Volunteer T-shirt Sponsor — \$1,000**
- Soups & Salads: Event Map Sponsor — \$1,000**
- Dessert: Banner Sponsor — \$500**
- Dessert: Friend of Festival Sponsor — \$150**
- I cannot be a partner at this time. Contact me about an in-kind donation.**

Contact Information:

Contact Name: _____ Title: _____
 Organization: _____ Website URL: _____
 Phone Number: _____ Email: _____
 Address: _____
 City: _____ State: _____ Zip: _____

Payment Information:

Credit Card Type: **Visa** **MasterCard** **American Express**
 Credit Card # _____ Name on Card: _____
 Expiration Date: _____ CVV (security code on back) _____

Checks should be made payable to: **Foodlink**

Logo: For promotional purposes, please email (1) full color logo and (1) black and white logo in .eps, .pdf, or .jpg format to jstefani@foodlinkny.org

Please complete this form and send by mail with payment to:
Foodlink, Juliana Stefani, 1999 Mt. Read Blvd., Rochester, NY 14615