

Dear Interested Sponsor:

Festivals of Cedarburg, Inc. (Festivals) is underway planning some of the best crowd-pleasing events in Wisconsin. We invite you to join us as an official sponsor and reach more than 100,000 people that come to Cedarburg to experience any or all of our annual events: Winter Festival, Strawberry Festival, Cedarburg Cycling Classic and Wine and Harvest Festival.

This year marks over 34 years of producing festivals in Cedarburg and we have some outstanding sponsorship benefits to offer your business. Please take a moment to review the attached levels of sponsorship and the related benefits. We have combined these benefits with a publicity program and are working with various media outlets throughout the Midwest that will provide Festivals coverage in Wisconsin and Chicago publications as well as spots on television and radio. Additionally, at no cost to Festival sponsors, the Festival produces and distributes over 40,000 flyers, 100 posters and 10,000 schedules for *each* event as well as visibility to the many online visitors to our Web site at [www.cedarburgfestivals.org](http://www.cedarburgfestivals.org).

Sponsorship with Festivals offers a tremendous opportunity to support our local economy and community while showcasing your business. Through sponsorship you provide fundraising opportunities to other local non-profits groups such as the Boy Scout Troops, Cedarburg Lion's Club and American Legion Post, to name a few, who depend on the money they generate during a festival, to fund their own operations and donations. By promoting your business in a fun, festival atmosphere, we are confident you will gain positive exposure far beyond our community. Your tax-deductible sponsorship is a cost-effective way to promote your business while showing your community support.

We look forward to working with you and helping you achieve your marketing and public relations goals through our events. Please see the attached sponsorship schedule and Festival Fact Sheet for more specific information. Don't hesitate to contact us with questions and comments – we're anxious to have you as a partner!

Sincerely,

BJ. Homayouni and Jeanne Noto  
Festival Coordinators

#### 2008 Event Schedule

Winter Festival	February 9-10
Strawberry Festival	June 28-29
Cedarburg Cycling Classic	July 22
Wine and Harvest Festival	September 20-21

**Sponsorship Schedule  
Festivals of Cedarburg, Inc.**

**Major Sponsors**

**\$1500 or above**

- Up to 60 feet of sponsorship space in festival zone (Strawberry and Wine & Harvest Festival) or up to 20 feet of space in Community Center (Winter Festival)
- Logo recognition on festival schedule, Web site, flyers and posters
- Logo on festival signage including hayride
- Logo and name in thank you ad
- Printed recognition in thank you letter to the News Graphic editor

**Contributing Sponsors**

**\$1000 - \$1499**

- Logo recognition on festival schedule, Web site, flyers and posters
- Logo on festival signage including hayride
- Logo and name in thank you ad
- Printed recognition in thank you letter to the News Graphic editor

**Event Sponsor**

**\$500 - \$999**

- Logo in pre-event promotional materials
- Printed recognition in festival schedule, Web site, flyers and posters
- Logo on festival event signage
- Sponsor receives verbal recognition at sponsored event
- Printed recognition in thank you ad
- Printed recognition in thank you letter to the News Graphic editor

**Festival Friend**

**\$50-\$499**

- Printed recognition in festival schedule
- Printed recognition in thank you letter to the News Graphic editor

Festivals of Cedarburg, Inc is a non-profit 501(c)(3) corporation. Its employer identification number is 39-2034996. Please contact Festivals at 262-377-3891 for more information on other opportunities.

## Festivals of Cedarburg, Inc. Sponsorship Letter of Intent

Thank you for becoming a sponsor of Festivals of Cedarburg, Inc. We appreciate your support. Please complete this form and mail it to the address below.

**Sponsor Organization:** (please print company/agency name as it should appear on signs, etc.)

Company/Agency: \_\_\_\_\_

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

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Please see attached sponsorship scheduled for information on levels of sponsorship. We are pledging the following contribution(s), please fill all that apply:

Strawberry Festival (Jun): \$ \_\_\_\_\_

Cedarburg Cycling Classic (Jul): \$ \_\_\_\_\_

Wine and Harvest Festival (Sep): \$ \_\_\_\_\_

Winter Festival (Feb, 2008): \$ \_\_\_\_\_

We understand that we will be billed approximately 90 days prior to each event that we sponsor and that our payment is due upon receipt.

Please make separate checks payable to each festival that you are sponsoring (ex., Winter Festival, Strawberry Festival) or pay by credit card (to be charged 90 days prior to sponsored event):

Card No. \_\_\_\_\_ Expires: \_\_\_\_\_

Name on card: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

\_\_\_\_\_  
Signature of Company Representative

\_\_\_\_\_  
Date

Send to: **Festivals of Cedarburg, P.O. Box 104, Cedarburg, WI 53012**  
Phone: **262-377-3891**, Fax: 262-377-6470, Email: [cedfestivals@yahoo.com](mailto:cedfestivals@yahoo.com).

Festivals of Cedarburg tax identification number is 39-2034996 and is a 501(c)(3) non-profit organization. Sponsor donations are tax deductible to the extent allowed by law.