



TO: Beer Cheese Festival Sponsor
FROM: Beer Cheese Festival Committee
RE: Sponsorship Packet and General Information

We appreciate your interest in becoming a sponsor for the Beer Cheese Festival. The City of Winchester implements essential projects in our ever-improving downtown using the monies collected from the Beer Cheese Festival. Your contribution assists in funding these improvements while publicizing your business during one of Kentucky's most popular and unique festivals.

Attached to this letter includes information tailored to each sponsorship tier. Rest assured, all sponsors receive the benefit of an advertising package that encompasses local, statewide, and national draws. The Beer Cheese Festival hosts more than 25,000 people annually, with social media, radio interviews, live publicity, and direct marketing efforts casting an even broader range.

On behalf of the Beer Cheese Committee, the City of Winchester and all our downtown businesses, we appreciate your contribution. Through the efforts of generous donors like yourself, Winchester can continue to grow through our downtown. Please reach out anytime if you have any questions or need more information.

Sincerely,

The Beer Cheese Festival Committee

Questions? Email BeerCheeseFestival@gmail.com or contact Whitney Leggett at wleggett@winchesterky.com or 859-385-5950.

Sponsorship Packages
15th Annual Winchester First Beer Cheese Festival

KAPOW - \$2,500

- Sponsor promotion during festival announcements
- Logo and sponsor mention in Beer Cheese Festival Program/Map
- Logo on festival poster
- Banner on Clark County Courthouse
- Booth space at festival
- Promotion on Beer Cheese Festival social media
- Logo on festival poster and all print advertising (regional newspapers and circulars)
- Logo with link on www.beercheesefestival.com

RED HOT - \$1,500

- Logo on festival poster
- Logo on all print advertising (regional newspapers and circulars)
- Banner displayed on Clark County Courthouse
- Booth space at the festival
- Promotion on Beer Cheese Festival social media
- Logo in Beer Cheese Festival Program
- Logo with link on www.beercheesefestival.com

SPICY - \$1,000

- Logo on all print advertising for the festival (regional newspapers and circulars)
- Banner displayed on Main Street
- Booth space at festival
- Promotion on Beer Cheese Festival social media
- Logo in Beer Cheese Festival Program
- Logo with link on www.beercheesefestival.com

ZESTY - \$350

- Promotion on Beer Cheese Festival social media
- Logo in Beer Cheese Festival Program/Map
- Logo with link on www.beercheesefestival.com

FOBC – Friends of Beer Cheese - \$150

- 2 Beer Cheese Festival wristbands
- Listing in Official Beer Cheese Festival Program/Map
- Listing and link on www.beercheesefestival.com

All checks should be remitted to:

City of Winchester – Beer Cheese Festival
PO Box 40, Winchester, KY 40392