

AppleFest Business Sponsorship Form

(Please complete to ensure full recognition.)

Company Name: _____

Address: _____

Contact Name: _____

Phone: () _____

E-mail: _____

Please Check Sponsorship Choice:

- Blue Ribbon (\$500, full pg. ad)
- Red Ribbon (\$250, 1/2 pg. ad)
- White Ribbon (\$100, card-size ad)
- Business (\$30, card-size ad)

Payment Plans:

- Cash Portion \$ _____
(Payment Optional)
- In-Kind Service \$ _____

Payment Enclosed: \$ _____

Please note that **AD COPY** must be received no later than **August 14, 2010**, to ensure inclusion in event program and signage. Please call or e-mail for ad pick-up.

Questions?

Charles Ellsworth: 607-547-2747
or Carl Good: 607-547-4149
e-mail: cellsworth1@peoplepc.com

Return form in enclosed envelope or mail to:

AppleFest
c/o Cooperstown Rotary
PO Box 993
Cooperstown, NY 13326

THE ROTARY PROMISE

AppleFest sponsorships are the major source of funding for Rotary's year-round good works. As a sponsor you will see your donations are reflected throughout our region. One hundred percent of proceeds are donated to charities and community projects, including:

- Boy Scouts, Girl Scouts, Cub Scouts
- Cooperstown Food Pantry
- Catskill Area Hospice
- LEAF
- Pathfinder Village
- Project Prom (Cooperstown High School)
- Village Library, Children's Room
- Friends of Bassett
- "Red" Bursery Playground project
- Rotary Exchange Students
- Cooperstown Youth Football
- Cooperstown Pony League
- Susquehanna S.P.C.A.
- Brookwood Gardens
- Regional Food Bank
- Friends of the Library

Rotary's Four-Way Test Of Things We Think, Say or Do:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?

All proceeds benefit local community charities sponsored by the Cooperstown Rotary Club.

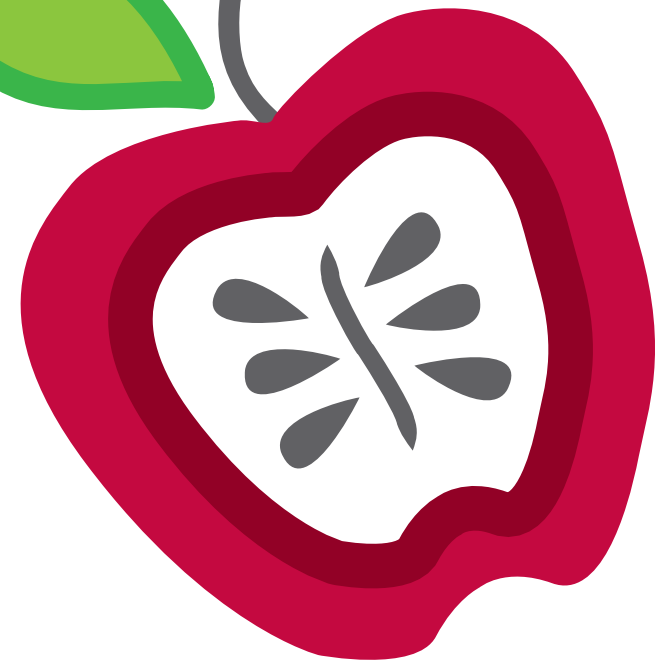


Antique Tractors, Music, Games & Family Fun

AppleFest



Cooperstown Rotary



**Saturday & Sunday
September 18 & 19, 2010**

10 a.m. to 5 p.m. Sat.
Noon to 5 p.m. Sun.

**Located at the
Fly Creek Cider Mill
Fly Creek, N.Y.**

SPONSORSHIP FORM

What is AppleFest?

Located at the historic Fly Creek Cider Mill, AppleFest is a festival showcasing a day of family fun:

- Unique antique tractors on parade & on exhibit.
- Kid's games, wagon rides & activities.
- Homemade refreshments, food & the Mill's famous fresh cider. See the Mill in action!
- Daylong lively music performed by local & regional ensembles.
- Early risers can catch the antique tractor parade at 8 a.m. on Sunday.

(The parade kicks-off from the Cider Mill to the General Store, then around Schoolhouse Road.)

Event Schedule

Saturday:

All-day, exhibits, food, games & lively local music.

Sunday:

8 a.m. - Antique tractor parade through Fly Creek

Noon - 1 p.m. - Tractor judging; all-day exhibits, music, games & activities at the Mill.

4 p.m. - Tractor awards.

**Antique Tractors,
Music, Games
& Family Fun**



Be a Sponsor!

An AppleFest sponsorship promotes your business and provides advertising value. Here's how!

- Reach several thousand potential customers through event program, newspaper and radio ads.
- Promote products and services as an exhibitor.
- Build client and customer good will with free AppleFest passes.

One hundred percent of AppleFest proceeds are donated to regional nonprofits. *(Please see back panel.)*

AppleFest Sponsorship Options

There are four different levels of sponsorships to choose from:

White Ribbon Sponsorship

- \$100 in support.
- Cash & in-kind donations.

Recognition in:

- On-site, "AppleFest Sponsors Board" throughout event.
- 10 free admission tickets. (a \$20 value.)
- Cooperstown Rotary's Website.
- The Cider Mill Website.
- The AppleFest thank-you ad in local print media.
- The AppleFest poster circulated throughout the community.
- A business card-size ad in the AppleFest program.

Red Ribbon Sponsorship

- \$250 in support.
- Cash & in-kind donations.

Special recognition in all of the above, plus:

- A half-page business ad in the AppleFest program.
- 20 free admission tickets. (a \$40 value.)
- Business materials placement at event upon request.

Blue Ribbon Sponsorship

- \$500 in support.
- Cash & in-kind donations.

Top, prominent recognition in all of the above, plus:

- A full-page business ad in the AppleFest program.
- 30 free admission tickets. (a \$60 value.)
- Exhibit space at the event upon request.

Event Program Ad

- \$30 in support.
- Program ad sponsors will be recognized in the AppleFest program with a business card-sized ad.

We love In-kind Gifts! - Give us a call and we can work something out to help your business become an AppleFest sponsor.