



**June 8-9, 2018
Battle Creek, Michigan**

Event Sponsorship Levels & Benefits

The Cereal Festival is Battle Creek's signature festival, celebrating Battle Creek's heritage as the birthplace of the cereal industry. Festival attractions include the Grand Cereal Parade, Children's Activities, free cereal breakfast, Empty Bowl fundraiser to benefit the Food Bank of South Central Michigan, vendors, entertainment and more!

Sponsorship Opportunities

Presenting Sponsor

\$6,000

The Presenting sponsor is the title sponsorship for the Festival, and offers major exposure for your business/organization in promotional efforts leading up to and throughout the entire event weekend.

Special Attractions Sponsor

\$2,500

The Special Attractions sponsorship supports the many attractions of the Festival, and offers prominent exposure at Festival activity sites that draw large audiences. Special attractions include Grand Cereal Parade, Children's Activities, Entertainment, and more!

Bowls & Spoons

\$1,000

The Festival Supporter provides event day sponsorship and prominent exposure as a company/organization that supports this signature Battle Creek event.

Offsite Breakfast

\$1,500

Each year, the Cereal Festival brings breakfast to retirement and nursing facilities for residents unable to make the journey to the Breakfast Table. Your company can serve a vital role in bringing a unique experience to our older residents.

Entertainment Stage

\$1,500

Have your name on the stage featuring popular regional entertainment acts. Your name will be prominent on the stage, t-shirts, and mentions in all media.

Serving Tent

\$500

Your company can sponsor one of the five serving tents. Everyone at the Festival will see your tent serving breakfast to attendees. Your company can also provide volunteers to serve cereal, milk, and breakfast bars to the festival goers.

Volunteers

\$500

The Volunteer sponsor provides support to the event by supporting the cost of the volunteer shirt. Your business name/logo will be displayed on the back of the t-shirt and seen by thousands of Festival-goers. This promotional opportunity continues long after the Festival as volunteers wear their t-shirts during their daily lives.

***NEW* Cereal Cook-off**

\$500

New for 2018, following the conclusion of the World's Longest Breakfast Table, Festival Market Square will be the site of a cook off featuring the chosen cereal and local restaurants and Farmer's Market Vendors.

Table Sponsor

\$100

A table sponsor allows a business and/or individuals an opportunity to put their business and its message before 10,000+ people by sponsoring a Breakfast Table. This provides the business time to meet, greet and serve attendees during the community breakfast. A sign will be prominently displayed on the table along with a tag line of choice. Businesses are encouraged to wear a shirt or apron proudly displaying their business name.

**Sponsorship Packages can also be customized to best meet your company's charitable goals.
Call us at 269.788.1101 to discuss your options.**



Sponsorship Benefits

Sponsorship Benefits	Presenting Sponsor	Special Attraction	Festival Supporter	Volunteer Sponsor	Table Sponsor
Primary Sponsorship for entire Festival	✓				
Option to host a cereal tent (limited)	✓				
Name/logo on all printed materials (posters and flyers)	✓	✓	✓		
Name/logo on official Festival banner	✓	✓			
Name included in media releases and advertising	✓				
Listing on official Festival website	✓	✓	✓	✓	✓
Listing on special attraction banners/signage		✓			
T-Shirt listing with logo placement	✓	✓	✓	✓	
Complimentary Table Sponsorship (includes table signage)	✓				✓
Option to participate in Grand Cereal Parade	✓				
Option to host sponsor booth in vendor area	✓		✓	✓	
Option to host sponsor booth at special attraction site		✓			
Option to distribute company samples	✓				



2018 Sponsorship Form

Contact Name: _____ Business Name: _____

Address: _____ City/State/Zip: _____

Telephone: _____ Email: _____

Complimentary Sponsor Booth in Vendor Area? Yes No

Sponsorship Levels

Presenting Sponsor (\$6,000) _____

Special Attractions Sponsor (\$2,500) _____

Bowls & Spoons (\$1,000) _____

Volunteers (\$500) _____

Serving Tent (\$500) _____

Offsite Breakfast (\$500) _____

Cereal Cook Off (\$500) _____

Table Sponsor (\$100) _____

Other (General Support) _____

Amount enclosed: \$ _____

General Support in any amount is welcome and very much appreciated and will be matched dollar for dollar by the Battle Creek Community Foundation.

Payment & logo required by April 28, 2018 to be included on print materials and t-shirt

Please make your gift payable to:
Cereal City Development Corporation
c/o National Cereal Festival
1 McCamly Square
Battle Creek, MI 49017

Credit cards are accepted by calling Kellogg Arena at 269.963.4800

Thank you for your generous support!