



**June 8, 2019  
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!

#### **Headliner Band**

**\$2,000**

Have your name on the stage featuring the Headliner Band. Your name will be prominent on the stage, t-shirts, band mentions and mentions in all media.

#### **Event Supplies**

**\$1,500**

The Event Supplies sponsorship supports any additional event supplies needed to make the Festival run without a hitch. The sponsorship 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.

## **Opening Band**

**\$1,000**

Have your name on the stage featuring the Opening Band. Your name will be prominent on the stage, t-shirts, band mentions and mentions in all media.

## **Bowls**

**\$1,000**

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

## **Spoons**

**\$1,000**

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

## **T-shirts**

**\$1,000**

The T-shirt sponsor provides support to the event by supporting the cost of the volunteer shirts. 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.

## **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 volunteer supplies and breakfast. Your name will be mentioned in all media.

## **Photography**

**\$500**

The Photography sponsor provides support to capturing the joy and excitement that this signature Battle Creek event brings to our community and to all those who participate. Your name will be mentioned in all media. The Photography sponsor can also be a trade agreement rather than a monetary sponsorship.

**\*NEW\* Cereal Cook-off**  
**\$500**

New from 2018, during 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. Each Cook-Off contestant will hand out 200 FREE samples to the public to taste for the people's choice vote. Your name will be announced in on-site mentions, displayed prominently during the Festival and in all media mentions.

**Table Sponsor**  
**\$100**

A table sponsor allows a business and/or individual 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 269.788.1102 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	✓				



## 2019 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) \_\_\_\_\_ Headliner Band (\$2,000) \_\_\_\_\_

Special Attractions Sponsor (\$2,000) \_\_\_\_\_ Opening Band (\$1,000) \_\_\_\_\_

Bowls (\$1,000) \_\_\_\_\_ Spoons (\$1,000) \_\_\_\_\_

Volunteers (\$500) \_\_\_\_\_ Event Supplies (\$1,500) \_\_\_\_\_

Serving Tent (\$500) \_\_\_\_\_ Entertainment Stage (\$1,500) \_\_\_\_\_

Offsite Breakfast (\$1,500) \_\_\_\_\_ T-Shirts (\$1,000) \_\_\_\_\_

Cereal Cook Off (\$500) \_\_\_\_\_ Photography (\$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 26, 2019 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 269.788.1104

**Thank you for your generous support!**