



Made In Massachusetts Festival
presented by AB Events, LLC
735 Moore St.
Ludlow, MA
info@madeinmassfest.com
www.madeinmassfest.com

**PREMIUM BEER & WINE TASTING •
LIVE MUSIC • VENDORS • FOOD TRUCKS**

Dear Community Partner,

I am writing to invite your company to be a part of the second annual Made In Massachusetts Festival. Made In Massachusetts will be held at the historic Three County Fairgrounds in Northampton, MA on May 11th and May 12th, 2018. It is going to be the ultimate kick off to Summer 2018!

Made In Massachusetts will be the premier family summer kick off festival in Western Massachusetts. Join us for family friendly activities such as, but not limited to, beer and wine tasting, live music with the areas biggest names in entertainment, food tastings, festive food trucks and drink unique to Massachusetts, bounce houses, arcade games, celebrity appearances, hot air balloons, exhibits and much more.

This promises to be a first class event and excellent opportunity for local businesses to associate themselves with this historic undertaking that thousands will attend. Last year's festival had over 3,000 patrons attend and was a huge success – this year, Made in Mass only plans to be bigger and better through new attractions, new offerings, and a bigger venue. Now is a perfect time for your business to get involved with Made In Massachusetts 2018. Enclosed with this letter please find the sponsorship packages available. Sponsorships will get your business brand seen by all attendees, in addition to co-branding and much more.

If you have any questions regarding the event, the various levels of sponsorship or how you can further help make this year's event a success; I can be reached directly at (413) 530-4334. Thank you in advance for your support and participation!

Best,

Alexander Binczyk and Benjamin Cornell
Co-Founders, Managing Partners
Made In Massachusetts
alex@madeinmassfest.com
ben@madeinmassfest.com
www.madeinmassfest.com

Platinum Event Sponsor: \$3,500

- Co-branding on mass mailer through Valpak to over 130,000 homes throughout Western Massachusetts
- Billboard co-branding on major highway(s)
- Co-branding on all press releases
- 3' x 8' banner with company logo and custom design displayed in prominent location at venue in addition to a large logo on banner with all sponsors
- Radio advertisement with your company name as "Made in Massachusetts Festival brought to you by _____"
- Your company logo on our high traffic website
- Logo displayed on all of our marketing materials (brochures, postcards, flyers, posters, promoted social media posts)
- Logo on the back of our t-shirts
- Main stage acknowledgement during entertainment and live music
- 10 VIP passes (includes weekend long access to and tastings access)
- 5 VIP parking passes
- Free 10'x10' space for business promotion (Ex: dealership can park a vehicle for sale, booth to hand out information to attendees)
- Limited (5) Platinum Sponsorship Packages
- Unlimited amount of sponsor-supplied banners throughout the venue

Gold Event Sponsor: \$2,000

- Co-branding on mass mailer through Valpak to over 130,000 homes throughout Western Massachusetts
- 3' x 8' banner with company logo displayed and custom design in prominent location at venue in addition to a large logo on banner with all sponsors
- Logo on the back of our t-shirts
- Logo on select marketing material
- Main stage acknowledgement during entertainment and live music
- Your company logo on our high traffic website
- 5 VIP passes (includes weekend long access to and tastings access)
- 2 VIP parking passes
- Unlimited amount of sponsor-supplied banners throughout the venue

Silver Event Sponsor: \$1,000

- Medium logo displayed on a banner by the main stage showing all event sponsors
- Your company logo on our high traffic website
- Your company logo on select marketing material
- Your company featured on select social media

- 4 VIP passes (includes weekend long access to and tastings access)
- 1 VIP parking pass
- Additional sponsor-supplied banners hung throughout the venue (limited)

Bronze Event Sponsor: \$500

- Small logo displayed on banner by the main stage showing all event sponsors
- Your company logo on our high traffic website
- Your company logo on select marketing materials
- Your company featured on our social media
- 2 VIP passes (includes weekend long access to and tastings access)

Activity Sponsor

In addition to event sponsors, we are also looking for specific activity sponsors. The current remaining activities to be sponsored are:

Premium Beer & Wine Tasting Area - \$3,500

Saturday from 1 PM to 5 PM, Made In Massachusetts will be showcasing 30 of Massachusetts' finest local breweries and wineries. This all-inclusive tasting is a premium event in which guests will experience the premier spirits Massachusetts has to offer all while enjoying live acoustic music and entertainment on the beer and wine tasting stage. With this sponsorship, a 3'x 8' banner with only your company logo and information (decided by you with help from our design team) will be displayed in the area at all times, in addition to "Beer and Wine Tasting presented by Your Company Name" banners. Have your logo featured on our tasting glasses to all attendees in this area, and enjoy acknowledgements on our social media, your logo on our high traffic website, 5 VIP passes, 2 VIP parking passes, and your large logo on our additional sponsor banner.

Made in Massachusetts Main Stage - \$3,500

Friday from 5 PM to 11 PM, and Saturday from 12 PM to 11 PM, Made In Massachusetts will feature 10 of the areas best and biggest bands, as well as potential celebrity appearances. Our stage is MASSIVE with the impressive lighting and sound run by our contracted technicians. With this sponsorship, a 3'x 8' banner with only your company logo and information (decided by you with help from our design team) will be displayed on the center of the stage, in addition to "Live music presented by Your Company Name" banners. Have your business recognized on the stage in front of all attendees, and enjoy acknowledgements on our social media, your logo on our high traffic website, 5 VIP passes, 2 VIP parking passes, and your large logo on our additional sponsor banner.

Beer and Wine Garden - \$3,500 – SPONSORED: THANK YOU!

Saturday from 12 PM to 10 PM and Sunday from 12 PM to 6 PM, Made In Massachusetts will feature a large beer and wine garden adjacent to the stage. With this sponsorship, a 3'x 8' banner with only your company logo and information (decided by you with help from our design team) will be displayed at the entry to the garden, in addition to "Made in Mass Beer Garden presented by Your Company Name" banners. Have your business recognized in one of the most enjoyable areas at the festival in front of all attendees, and enjoy acknowledgements on our social media, your logo on our high traffic website, 5 VIP passes, 2 VIP parking passes, and your large logo on our additional sponsor banner.

Made in Massachusetts HOT AIR BALLOON SHOW - \$3,500

A truly unique item to the best festival around, Made in Massachusetts will feature a hot air balloon light show Friday and Saturday night. This will feature 4-6 hot air balloons glowing to the beat of the stage music for 40 minutes at night. Additionally, it will also allow hot air balloons to be displayed and inflated at dusk. Your company banners and logos will be featured on the hot air balloons for some great advertising – guaranteed pictures and videos taken by patrons! In addition, enjoy main stage acknowledgement of "Hot Air Balloon Show presented by Your Company Name." Have your business recognized in front of all attendees, and enjoy acknowledgements on our social media, your logo on our high traffic website, 5 VIP passes, 2 VIP parking passes, and your large logo on our additional sponsor banner.

Made in Massachusetts Children's Fun Park - \$3,000

Made in Massachusetts Festival 2018 will feature immense obstacle courses, inflatables, rides, ferris wheel, face painting, and more. Enjoy owning this area of the festival as the Children's Fun Park sponsor. The area will feature family friendly activities, attractions to keep the kids busy, and a dedicated family-friendly DJ! Have your logo featured throughout this area as the Children Fun Park Sponsor! In addition, enjoy main stage acknowledgement of "Made in Massachusetts Children Fun Park presented by Your Company Name." Have your business recognized in front of all attendees, and enjoy acknowledgements on our social media, your logo on our high traffic website, 5 VIP passes, 2 VIP parking passes, and your large logo on our additional sponsor banner.

Submission Form

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Please circle sponsorship level or activity sponsorship:

PLATINUM	GOLD	SILVER
BEER AND WINE TASTING	MAIN STAGE	BRONZE
BEER GARDEN	CHILDRENS FUN PARK	HOT AIR BALLOONS

Total Sponsorship Fee: _____

Name on Card: _____

Card Number: _____ **CVV:** _____

Expiration Date: _____

Mailing Address: _____

If paying by check, please make checks payable to AB Events, LLC.

By signing below, I authorize AB Events, LLC, to charge me for the total sponsorship fee stated above. I certify that I am at least 18 years of age and understand that AB Events, LLC, (Made in Massachusetts Festival) reserves the rights to change any attribute, information, policy, event or procedure without notice.

Signature: _____ **Date:** _____

Please mail this form to:

Made In Massachusetts Festival
735 Moore St.
Ludlow, MA

Or scan to info@madeinmassfest.com.