



SPONSORSHIP OPPORTUNITIES

July 20st 2014

Coach Barn, Shelburne Farms, Shelburne, Vermont

Please join us on Sunday, July 20st 2014 for the **6th Annual** Vermont Cheesemakers' Festival at the picturesque Coach Barn at Shelburne Farms. Visitors from across the U.S. including consumers, chefs, retailers and the media have hailed the Vermont Cheesemakers' Festival as one of the best food events of its kind.

Be a part of the Vermont Cheesemakers' Festival, a one day event to raise awareness and educate consumers about the artisan cheese industry. Specialty, hand-crafted foods and drink that compliment and enhance the cheese experience are also on hand to compliment and highlight Vermont Cheese. Cheesemakers and local food producers will enjoy a forum to showcase their products while connecting with current and potential customers.

PRESENTED BY




FESTIVAL DEMOGRAPHICS

Over **1,750** visitors from:

- 27%** Vermont
- 55%** Northeast (CT, MA, ME, NH, NY, RI)
- 18%** outside Northeast (AZ, CA, CO, DC, FL, IL, IN, MD, NC, NJ, NV, OH, PA, TN, TX, UT, VA, WV, as well as Quebec, Ontario, and England...)

FESTIVAL NUMBERS:

- Event sold out 5 weeks prior
- 1,750 tickets sold
- 100 volunteers
- Over 40 cheesemakers
- 40 wine/beer/specialty food vendors
- \$33,750 of sponsorship
- 2 Cooking Shows
- 3 Cheesemaking Seminars
- Over 200 Cheeses to sample/purchase

S P O N S O R S H I P O P P O R T U N I T I E S

FESTIVAL PRESS

- 40 media attendees • 78 press mentions in local, regional, and national outlets, including:



Fodor's
www.fodors.com



Burlington Free Press
www.burlingtonfreepress.com



WCAX
www.wcax.com



Fox44 News
www.fox44abc22yourvoice.com



Providence Journal
www.providencejournal.com



Forbes Magazine
www.forbes.com



New England Food Adventures
www.newenglandfoodadventures.blogspot.com



The Gourmet Retailer
www.gourmetretailer.com



Culture Magazine
www.culturecheesemag.com



Boston Phoenix
www.thephoenix.com



About.com Culinary Travel
www.culinarytravel.about.com



fromagical.blogspot.com

FESTIVAL FEEDBACK

“Ethics, ecology and taste are one — that is, well treated animals and products that are made with great care — and it comes out in the palate and it tastes incredible. For me, and I don’t think this is a personal bias, Vermont is a leader in that regard. Having the privilege to come to this Festival on such a beautiful day is what makes life great.”



— **Lucinda Scala Quinn,**
Executive Food Editor, Martha Stewart Omnimedia.

FESTIVAL PHOTOS/VIDEOS

CLICK HERE to view videos and photos from the festival on our website.



or go to our YouTube Channel:
youtube.com/vtcheesefest



Like us on Facebook!
facebook.com/vtcheesefest

SPONSORSHIP OPPORTUNITIES

Sponsors will be mentioned on all marketing material—website and print, depending on the level of sponsorship.

PLATINUM SPONSORS—“CHEESE MASTERS” \$10,000

- As platinum sponsor your company/organization is listed in all communications.
- Prominent placement/mention in print and broadcast efforts, including press release and all media outreach
- Prominent mention in all promotional materials
- Company/organization logo on select merchandise
- Company/organization logo with link to your website on www.vtcheesefest.com
- Prime Festival space 8' table
- 10 festival tickets

GOLD SPONSORS—“CHEESE WHEELS” \$5,000

- As gold sponsor your company/organization is listed in all communications.
- Prominent placement/mention in print and broadcast efforts, including press release and all media outreach
- Prominent mention in all promotional materials
- Company/organization logo on select merchandise
- Company/organization logo with link to your website on www.vtcheesefest.com
- Prime Festival space 8' table
- 6 festival tickets

SILVER SPONSORS—“CHEESE SLICE” \$1,500

- Logo/Brand placement/mention in printed promotional material
- Company/organization logo with link to your website on www.vtcheesefest.com
- Prime Festival space 8' table
- 4 festival tickets

PAST PLATINUM SPONSORS



PAST GOLD SPONSORS



PAST SILVER SPONSORS



To discuss sponsorship opportunities, please contact: **Tom Bivins, Vermont Cheese Council,**
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