



Samplings - Food - Wine - Spirits - Beer - Crafts
Chef Demos - Kid's Activities - 12 to 5 p.m.

walkway.org/walktoberfest

WALKWAY
OVER THE HUDSON

and the



On Saturday and Sunday, October 3 - 4, 2020 - Join us for the
10th Anniversary Celebration of the Walkway Over the Hudson

Become a **WALKTOBERFEST** sponsor and gain exposure to:

- ♦Thousands of guests to the Walkway Over the Hudson ♦1,000+ Spectators ♦80,000+ Social Media Followers
- ♦25,000+ Digital Mailing List ♦20,000 Newsletter Recipients (Print & Digital) ♦5,000+ Digital and Print Event Invitations
- ♦Curated Hudson Valley Product Showcase -Sampling - Food, Wine, Spirit, & Beer.

For additional information contact Jami L. Anson at walktober@walkway.org or 845.454.9649, ext. 106

SPONSOR OPPORTUNITIES

Premier Sponsor | \$5,000+ ONLY ONE OPPORTUNITY AVAILABLE

- ♦Logo on Walktoberfest wristbands ♦Ability to host the Chef Demo Stage - podium recognition.
- ♦Eight guest passes ♦Highlighted title 10' x 10' vendor booth both days ♦Top level recognition across social media platforms
- ♦Banner (*supplied*) hung at Walktoberfest ♦Recognition in print/digital marketing materials
- ♦Two full-screen color digital ads during event ♦Festival website links to the landing page

Harvest Sponsor | \$2,500+ ONLY ONE OPPORTUNITY AVAILABLE

- ♦Business/name displayed on day of event signage ♦Four guest passes ♦ 10' x 10' vendor booth both days
- ♦Top level recognition across social media platforms ♦Banner (*supplied*) hung at Walktoberfest
- ♦Recognition in print/digital marketing materials ♦Podium recognition at the event
- ♦Festival website links to the landing page

Bounty Sponsor | \$1,000+

- ♦Recognition in select print/digital marketing materials ♦Two guest passes
- ♦One full screen digital ad during event wBusiness/name displayed on day of event signage
- ♦10' x 6' vendor booth both days ♦Mention on website listing

SAT & SUN - OCT. 3 & 4, 2020

CELEBRATE 10 YEARS OF THE WALKWAY

SPONSORSHIP OPPORTUNITY KIT

845-454-9649, ext. 106
walktober@walkway.org



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Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: Daytime _____ Evening _____ Cell _____

Email: _____ Website: _____

SPONSORSHIP LEVELS

\$5,000 ~Premier Sponsor (Includes 10' x 10' vendor booth) Total: \$ _____

\$2,500 ~Harvest Sponsor (Includes 10' x 10' vendor booth) Total: \$ _____

\$1,000 ~Bounty Sponsor (Includes 10' x 6' vendor booth) Total: \$ _____

VENDOR BOOTH

Your sponsorship includes a booth space at WALKTOBERFEST - once this form is complete - an email with vendor instructions (placement, insurance riders and details will be included).

Payment is due with reservation, no exceptions.

(Please Check Appropriate Box):

CHECK: (Payable to WALKWAY OVER THE HUDSON)

MONEY ORDER/CASH:

(Please make payable to WALKWAY OVER THE HUDSON)

CHARGE MY CREDIT CARD: (TOTAL AMOUNT: _____)

Mastercard VISA American Express

Discover Card

CARD NUMBER _____

ADDRESS _____

CITY/STATE/ZIP _____

EXP. DATE _____

CARD HOLDER'S SIGNATURE _____

SECURITY CARD NUMBER (This is a 3-digit number found on the back of your card): _____

The sponsorship payment, artwork and logo has a deadline of September 20th in order for your company to be associated with the Walktoberfest. Make checks or money orders payable to: Walkway Over the Hudson.

Send to: Walktoberfest, attn: Walkway Over the Hudson,

PO Box 889, Poughkeepsie, New York 12602. Interested in more information? Return your Sponsorship Form and your company's logo in pdf or eps format to Jami L. Anson, Walktoberfest Event Coordinator

Contact walktober@walkway.org or 845.454.9649, ext. 106.