



Central Coast Cider Festival in Atascadero – May 13, 2017 Sponsorship Opportunity

The second annual Central Coast Cider Festival is your opportunity to be part of an emerging category to reach cider producers and 400+ event attendees. What is this revolution all about? The category globally has quickly grown and now accounts for \$366M in annual sales. The trend here on the Central Coast is winemakers who also make cider.

The Central Coast event will be held on Saturday, May 13 from 5-8 pm at the Atascadero Lake Pavilion. Thanks to a partnership from **Visit Atascadero**, the tourism agency for Atascadero, a three-year sponsorship commitment allows the festival to be created and grow in the heart of the Central Coast. We are currently on our second year.

Join the movement! Contact us at info@CentralCoastCiderFestival.com or 805-591-4884 to confirm your partnership today.

Sponsorship Levels:

- Title Sponsor - \$10,000 + -- *Committed to Visit Atascadero – 2016, 2017, 2018*
 - Naming rights
 - Partner on festival development
 - Marketing toolkit integration: website/link, social media, press release, print items
 - 20 tickets to the festival

- Gold - \$2,500
 - Logo on a custom marketing tool (i.e., coasters, glasses, etc.)
 - Logo on website, eblast and printed promotional materials
 - Social media – 4 dedicated social media posts (content provided by sponsor)
 - 10 tickets to the festival

- Silver - \$1,750
 - Logo on website and printed promotional materials
 - Marketing fee to host/sponsor an axillary event (i.e., Cider dinner, seminars, tour)
 - Social media – 2 dedicated social media posts (content provided by sponsor)
 - 6 tickets to the festival

- Bronze - \$1,000
 - Logo on website and printed promotional materials
 - 4 tickets to the festival

- Cider Fan - \$500
 - Logo on website and printed promotional materials
 - 2 tickets to the festival