



Central Coast Cider Festival in Atascadero – May 12, 2018 Sponsorship Opportunities

The Third 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 and brewers who also make cider.

The Central Coast event will be held on Saturday, May 12 from 5-8pm 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.

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

Levels:	Benefits:
Cider Fan \$500	<ul style="list-style-type: none"> • Logo on website and printed promotional materials • 2 tickets to the Central Coast Cider Festival
Bronze \$1,000	<ul style="list-style-type: none"> • Logo on website and printed promotional materials • 4 tickets to the Central Coast Cider Festival
Silver \$1,750	<ul style="list-style-type: none"> • Logo on website and printed promotional materials • Marketing fee to host/sponsor an auxiliary event (i.e., Cider dinner, seminars, tour) • Social media – 2 dedicated social media posts (content provided by sponsor) • 6 tickets to the Central Coast Cider Festival
Gold \$2,500	<ul style="list-style-type: none"> • 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 Central Coast Cider Festival
Title Sponsor \$10,000 <i>Committed to Visit Atascadero 2016, 2017, 2018</i>	<ul style="list-style-type: none"> • Naming rights • Partner on festival development • Marketing toolkit integration: website/link, social media, press release, print items • 20 tickets to the Central Coast Cider Festival