

# SPONSORSHIP OPPORTUNITIES

FOR THE 2024  
LITTLE FALLS CHEESE  
FESTIVAL

LEVELS  
PLATINUM  
GOLD  
SILVER  
BRONZE



## Our Mission

*To Be New York State's Premier Gathering of Cheesemakers*

We celebrate the resurgence of artisan cheesemaking and mid- to small-scale dairy in New York State. We promote our state's grasslands, water supply, and climate to aspiring cheesemakers and dairy producers, and those looking to relocate.

We honor the impactful and long history of cheesemaking and dairy in New York State.

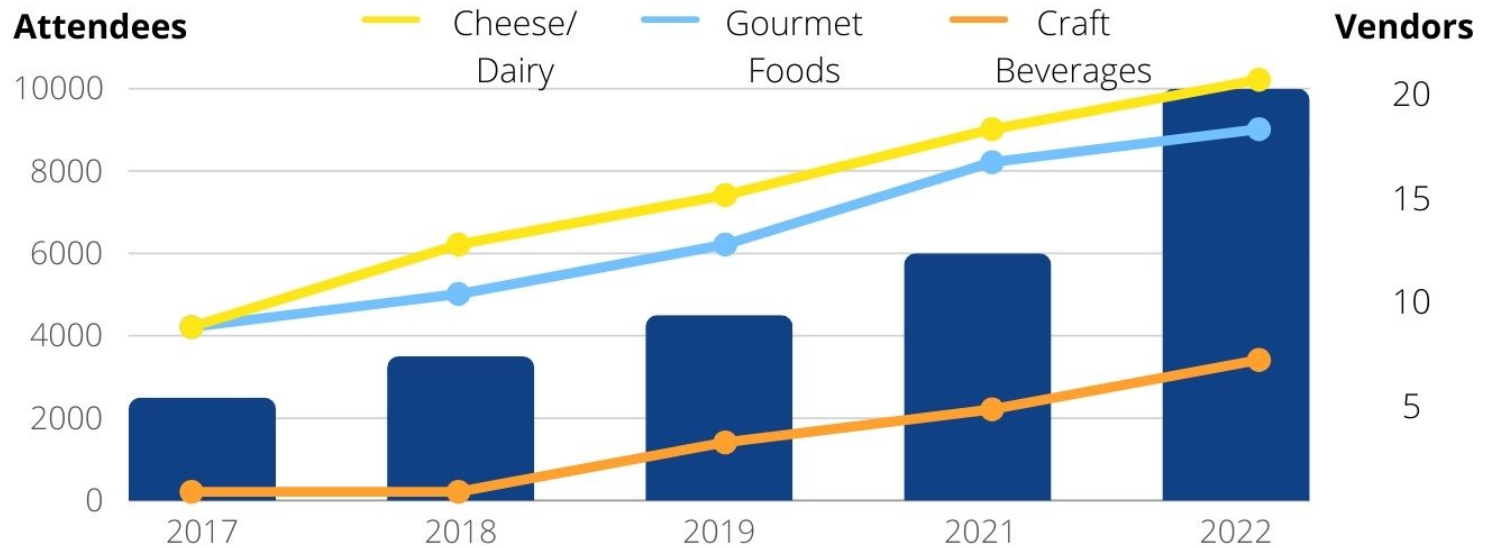
We remain a free and open-to-the-public event. We draw visitors from outside the area who would otherwise not visit Little Falls and the Mohawk Valley. We provide a world-class cultural event that improves quality of life of the greater CNY region.

NYS PREMIER GATHERING OF CHEESEMAKERS

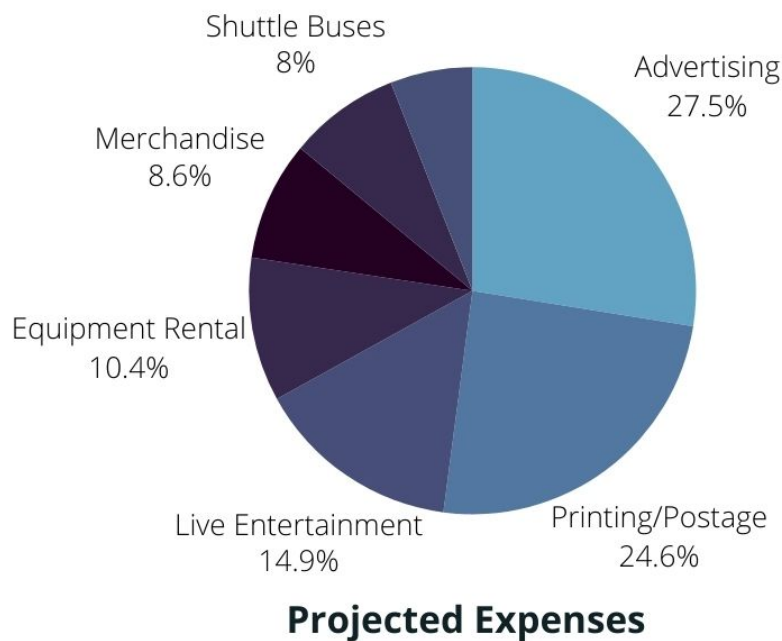
# A Success Story

Attendance has grown dramatically since our humble beginning in 2015, along with our impressive list of NYS cheese/dairy, gourmet food, and craft beverage vendors.

\*2020--no festival due to COVID.



## Where Does the Money Go?



As a 501(c)3 non-profit under the umbrella of Main Street First, Inc, the Little Falls Cheese Festival seeks to have a balanced budget every year.

The budget for 2023 is projected to total \$35,000. Income to cover these expenses comes from Major Sponsors and Vendor Fees (40% each), followed by souvenir sales (11%), and community supporters/fundraising (9%).

The Little Falls Cheese Festival is 100% volunteer-run.



# MAJOR SPONSORSHIP LEVELS

The Little Falls Cheese Festival welcomes thousands of cheese lovers from CNY and beyond. Help us elevate the 9th Annual LFCF and its mission to promote our area's history and growing artisan dairy scene!

Every sponsorship level includes a thank-you in the festival handout, linked listing on our website, and a dedicated call-out on social media. Our website and social media presence are robust, with tens of thousands of hits and followers with interests in food, wine, agritourism, and artisanal products. All donations are tax-deductible.

## LEVEL

**Platinum: \$5,000**

**Gold: \$3,000**

**Silver: \$2,000**

**Bronze: \$1,000**

## PACKAGE

- Prominent logo placement on festival handout
  - Prominent listing on website
  - Acknowledgement in press releases to regional newspapers, radio stations, and websites
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  - Listing on website
  - Call-out on social media



**LITTLE FALLS CHEESE FESTIVAL**

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