



Foothills Food Festival, Sponsor Application 2018

Planning is underway for the 3rd annual Foothills Food Festival. Your business is invited to sponsor this high profile event being held in downtown Norway on August 11th, 2018. The past two years have seen a strong turnout with close to a 1500 visitors enjoying local foods from food vendors and farmers, as well as live music, educational programming, local beer tasting, and more. 2018 is shaping up to be even bigger and more exciting with more vendors, educators, and farmers.

The goals of this event are to:

- **Celebrate** the diversity and flavor of local foods grown in western Maine, and the farmers and producers who create them
- **Promote** the development of a more diverse and robust local food economy to increase regional food security, create local jobs, support community health, and reduce the carbon footprint of our food
- **Educate** the public about sustainable alternatives to the global industrial food system
- **Create** community around food
- **Build** a regional identity related to food and farming

How will your sponsorship dollars be used?

The Festival is free for all visitors, food producers and other exhibitors. Your sponsorship helps cover anticipated expenses that include liability insurance; town application fee; marketing/printed materials; live music; biodegradable utensils, plates, bowls, cups and trash bags; tent rentals; porta potty rental; electrical and water, and everything else it takes to bring an event of this scope to life.

Agreement

_____ (sponsoring business) agrees to partner with Community Food Matters and the Center for an Ecology-Based Economy (CEBE) to support the second annual Foothills Food Festival in Norway, Maine. I agree to provide _____ in exchange for agreed marketing.

(signature)

(date)

The Center for an Ecology-Based Economy (CEBE) and Community Food Matters agree to follow this commitment and market for _____ as agreed.

(signature)

(date)



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We would love to partner to help promote your local business and in return help fund this community event. There are many ways to get involved as a sponsor.

SPONSOR BENEFITS (in addition to the satisfying feeling that you are supporting a healthy food system!)	Pumpkin Package \$2,500+	Apple Package \$1,000–\$2,500	Blueberry Package \$250–\$1,000	Seed Package Less than \$250
Business/Organization name on Foothills Food Festival website, Facebook, Twitter, and Instagram				 (web only)
Logo on “Thank you” page in program				
Logo on cover page of program				
Business/organization website link on festival website & all social media				
Company banner at festival				
Booth at festival with promo materials				
“Thank you” announcements by MC between music performances	6 times	3 times	2 times	

In addition to the marketing package, your business/organization will also receive fun festival perks:

- **Pumpkin Package** - \$50 Festival Food Voucher, four Festival Beer Garden Passes with festival glasses and 40 tokens. (Ten tokens for each pass)
- **Apple Package** - \$25 Festival Food Voucher, two Festival Beer Garden Passes with festival glasses and 20 tokens. (Ten tokens for each pass)
- **Blueberry Package** - \$10 Festival Food Voucher, Festival Beer Garden Pass with a festival glass and 10 tokens. (Ten tokens for each pass)



Donated materials or services can match a package based on the value of the materials. If your business or organization wishes to donate any amount below the listed sponsor packages, you will still be acknowledged and thanked as a festival supporter in the festival program.

FMI: email info@foothillsfoodfestival.org or call CEBE at 739-2101

A Celebration in Downtown Norway of Western Maine's Local Foods Movement Saturday, August 11th, 12pm–7pm

**Farmers' Market, Food Vendors, Free Workshops,
Community Resources, Beer Garden, Live Music, Art, Kid Area**

Enjoy a harvest bounty, and learn about how this agricultural revival is building healthier communities with stronger economies, while nurturing our natural environment. The Festival will showcase the food and agricultural renaissance in the foothills of Western Maine.

*Organized by Community Food Matters, your local Community Food Council,
facilitated by the Center for an Ecology-Based Economy*

The Festival will bring a wide range of food producers and vendors, food access, education and community programs. Music and art will also fill the sidewalks and parks of Downtown Norway.

The Festival will welcome:

- Local farms featuring veggies, fruits, dairy, meats, wild edibles, honey and maple syrup
- Local processors, featuring baked goods, cheese, ice cream, specialty foods and snacks, beverages and local brews
- Local outlets, including farmers' markets, farm stands and CSAs, restaurants, Fare Share Co-op, specialty stores, institutional cafeterias
- Food access and nutrition, featuring community and school gardens, food pantries and summer, meal sites, gleaning and FoodCorp, SNAP and WIC programs
- Education and support featuring Local Food Councils, Farm to School, 4-H and the Cooperative Extension, the local USDA office, nutrition education, the Maine Food Atlas, and culinary arts
- Food supplies and waste, featuring seed sources and compost operations

These groups will have displays with information and samples. A beer garden will feature local and regional brews. Educational sessions, book signings and food art projects will add to the event.



For more information, contact us!
info@foothillsfoodfestival.org