

Cider Swig

Greater Peninsula Cider Festival

over | **100 CIDERS**
LIVE MUSIC
ENTERTAINMENT
GREAT FOOD
FAMILY FUN



Building, Bridging, Enriching!

2024 Sponsorship Opportunities

What is the Cider Swig?

With over 3,000 attendees, 100+ regional ciders to sample, great food, live music, fun and games, and more, the 2023 **Cider Swig** **absolutely rocked!** And, the best part – proceeds support the *Lu Winsor Environmental Grant* program and other initiatives that support parks, trails, resource conservation and education in our greater peninsula community.

The 2024 Cider Swig will take place on September 28, 2024. Dozens of Northwest cidemakers will again present some of the finest ciders west of the Mississippi to the growing community of cider lovers and the cider-curious alike traveling from near and far to join in a day of cider sipping fun. Live music and entertainment, awesome eats, apple pie contest, fun midway cider games, and much more will assure a great day!

Annually, the **Cider Swig** combines eco-awareness and a commitment to our community. Proceeds go to support environmental education, watershed health, conservation and related works throughout the Gig Harbor and Key Peninsulas.

Sponsorship has its advantages ~ we proudly invite you to join!

When: Saturday, September 28, 2024 – 12 PM to 5 PM

Where: LeMay – America's Car Museum, 2702 E D St., Tacoma, WA 98421

Event Information: Greater Gig Harbor Foundation at (253) 514-6338

More Information:

Julie Ann Gustanski, Event Chair – (253) 514-6338, ext. 102 or by email: ciderswig@gigharborfoundation.org



Festival Sponsorship Packages

\$5,000 Cider Swig Presenting Sponsor

- 🍏 Exclusive festival naming rights
“Cider Swig Festival presented by...”
- 🍏 One private VIP tent, with tables and chairs
- 🍏 20 VIP guest tickets, includes five taste tokens and a tasting glass for each guest
- 🍏 Six VIP parking passes
- 🍏 Logo/company name included in event advertising and banners
- 🍏 Premium logo placement and link on event webpage and social media
- 🍏 Recognition in local/regional radio, television, print and social media advertising, and day-of-festival announcements
- 🍏 Opportunity for two banners and one 10' x 10' booth and/or product demonstration at festival
- 🍏 Full page color ad in event program



For example only, actual setup may differ.

Festival Sponsorship Packages (cont.)

\$2,500 Cider Garden Sponsor

- Exclusive naming rights, ***“Cider Swig Garden presented by...”***
- Eight Festival tickets, includes a tasting glass and five taste tokens per guest, and two VIP parking spaces
- Logo/company name included in print advertising and event banners
- Premium logo placement and link on event webpage and social media
- Recognition in local/regional radio, television, print and social media advertising, and day-of-festival announcements
- Opportunity for two company banners and one 10' x 10' booth at festival
- Full page color ad in event program

\$1,500 Cider Swig Stage Sponsor

- Exclusive naming rights, ***“Cider Swig Stage presented by...”***
- Four Festival tickets, includes a tasting glass and five taste tokens per guest, and one VIP parking space
- Logo/company name included in print advertising and event banners
- Premium logo placement and link on event webpage and social media
- Recognition in local/regional radio, television, print and social media advertising, and day-of-festival announcements
- Opportunity for one company banner and one 10' x 10' booth at festival
- 1/2 page, full color ad in event program

\$1,250 Midway Sponsor

- Exclusive naming rights, ***“Cider Swig Midway presented by...”***
- Four Festival tickets, includes tasting glass and five taste tokens per guest, and one VIP parking space
- Logo/company name on event webpage and social media
- Recognition in local/regional radio, television, print and social media advertising, and day-of-festival announcements
- Logo/company name included in print advertising and event banner
- Opportunity for one banner and one 10' x 10' booth at festival
- ½ page, full color ad in event program

\$850 Entertainment Sponsors

- Three Festival tickets, includes tasting glass and five taste tokens per guest
- Logo/company name included in print advertising and event banner
- Logo/company name placement on event webpage and social media
- Recognition in local/regional press and social media advertising, and day-of-festival announcements
- Opportunity for one company banner and one 10' x 10' booth at festival
- 2-color ad/logo in event program (2.5" x 2.5")

\$500 Keg Sponsors

- Two Festival tickets, includes tasting glass and five taste tokens per guest
- Logo/company name on event webpage and social media
- Recognition in local/regional press and social media advertising, and day-of-festival announcements
- Logo/company name on print advertising and event banner
- 2-color ad/logo in event program (1.75" x 1.75")

Midway Sponsorship Opportunities

Sponsoring a Midway game or activity at the Cider Swig is a great opportunity to share your business with thousands of people. The Cider Swig is one of the largest cider-centered festivals in the state. Drawing over 3,000 visitors in 2023, we expect an even bigger turnout in 2024! With great reach into the community, sponsorship offers the perfect opportunity for your business.

Sponsoring a Midway game booth or activity is simple and budget friendly. Please select your desired sponsorship:

- \$200 Cornhole – Four (4) sponsorships available
 - \$300 Hammerschlagen (Nail Hammering) Competition – Two (2) sponsorships available
 - \$400 Keg Toss Competition – One (1) sponsorship
 - \$500 Apfelweinkrug (cider-stein holding) Competition – One (1) sponsorship
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- Midway sponsors are entitled to have one 10' x 10' canopy/tent at the site of their sponsored game/activity. Sponsors are responsible for their own tent, literature, signage, table, table cloth, prizes, etc.
 - Sponsors are not required to be involved in game/activity set-up or tear-down. However, you will be responsible for setting-up your own canopy/tent and providing game/activity prizes (max \$10 per prize, approx. 50 prizes for the day).
 - **Gates opens at 8 AM for set-up.** All vehicles must be off the field by 11 AM. Booth must be ready by 11:30 AM when the gates open.
 - Sponsorship will include recognition in social media ads and day-of-festival announcements, and logo in event program.
 - **If you wish to sip in the Cider Garden, your tickets are specially priced at \$25 per person.** *Tickets should be purchased in advance, as the each year and the festival sells out early every year.*

And the best part – proceeds support the Lu Winsor Environmental Grants program and other local initiatives that support parks, trails, environmental conservation and education efforts in our greater peninsula community.

Questions? Please contact: Julie Ann Gustanski, Festival Chair (253) 514-6338, ext. 2 or email at ciderswig@gigharborfoundation.org