



CHICKENFEST

DARBOY USA

The Kiwanis Club of Darboy, Inc. will host the 9th annual **Chickenfest** Festival at Darboy Community Park on June 21st, 22nd and 23rd 2012 (www.darboyleft.org). This family friendly free event brings people together in a fun and relaxed environment while also raising money for local youth sport groups and nonprofit organizations. **Chickenfest** grew out of the Town of Harrison's sesquicentennial celebration in 2003 and each year the event has grown in popularity, attendance and contributions to nonprofit organizations. Volunteers from nonprofit organizations provide vital support for the event and are essential to its success. Sponsors are the lifeblood of **Chickenfest** and we are asking you to consider becoming a sponsor for our 2012 **Chickenfest**.

A description of the levels of sponsorship is attached with details of the marketing exposure your business will receive as a 2012 sponsor. Plans for the 9th Annual **Chickenfest** include the kickoff on Thursday night with a Family Show and a concert featuring Artist(s) from around the country, a large fireworks display on Friday and a large craft show and parade on Saturday. We are also excited to host the 95.9 KISS FM SUMMER SLAM concert on Saturday that will feature National Pop Recording Artists. Other events include:

- WAMI Award Winning Bands from the State
- Children's pedal tractor pull competition
- Free Children's Activities/Shows
- Hourly Chicken dance competition
- Wing and pizza eating contests
- Carnival Rides and Midway
- Variety of food and beverages

As mentioned above, we also plan on continuing to bring in top bands from around the state and will be providing top-notch family shows. We will once again have one of the largest festival tents in the state to allow the festival to be successful rain or shine. Event Production Systems will be providing state of the art video screens, staging, sound systems, laser lights and concert production equipment under the tent. We are planning to make **Chickenfest** 2012 an unbelievable and thoroughly enjoyable experience for all family members. The sooner we can confirm our 2012 sponsors, the sooner we can start signing the 2012 acts and activities and start marketing the event and our sponsors.

We welcome your questions so feel free to Email me at bryan.ebert@schencksc.com or call at 920-996-1153. Also visit our website at www.darboyleft.org to learn more about **Chickenfest** and how your support will result in a positive impact on this community. Thank you again for taking the time to consider this request and we look forward to hearing from you.

Sincerely,

Bryan L Ebert, CPA
Chickenfest Chairperson/Kiwanis Board Member



CHICKENFEST

DARBOY USA

KIWANIS CLUB OF DARBOY, INC.

9TH ANNUAL CHICKENFEST

June 21ST, 22ND and 23RD 2012

Sponsorship Opportunities

WWW.DARBOYFEST.ORG

TITLE EVENT SPONSORS \$5,000

- ❖ Recognition as a Title Sponsor on Chickenfest Radio ads aired on Woodward Radio Stations (six stations) promoting the three-day event AND
- ❖ Recognition as a 95.9 KISS FM SUMMER SLAM concert sponsor on 95.9 KISS FM Radio ads promoting the concert featuring national artists* AND
 - Recognition on main stage throughout the entire 3 days of the event via **STAGE BANNER** we provide
 - Largest logo on ALL website pages
 - Specific recognition as a **TITLE SPONSOR** during event via prerecorded sponsor announcements
 - Largest logo on sponsor page of website with a website link
 - Largest logo on posters and flyers
 - Largest logo displayed on large Video Screens on the main stage as a Title Event sponsor
 - Largest logo on sponsorship boards at the event

***Please Note:** If there are more than Three (3) Title Sponsors, the 95.9 KISS FM SUMMER SLAM CONCERT RADIO PROMOS (start generally the 1st or 2nd week of May) will include (3) Sponsors per promo (so ultimately will be on 50% of the 95.9 KISS FM Promos). All Title Sponsors will be included on the Overall Chickenfest Event Radio Ads on SIX Woodward Radio Stations.

NEW IN 2012: Chickenfest will offer the Title Sponsors the opportunity to provide us a commercial (either audio and/or video) that we will play before main stage events during the 3 day festival. This was added to promote our Title Sponsors even more at the event.

PREMIER SPONSORS \$2,500

- ❖ **An event (Family Show on Main Stage, Band (Main Stage) (does not include SUMMER SLAM artists), etc.) will be designated for this sponsorship category or a specific service will be recognized if value is at least \$2,500.**
 - **Logo on main web page on the scrolling sponsor notepad**
 - **Logo displayed on Video Screens at the beginning of the specific family show/band performance**
 - **Specific recognition during the event via prerecorded sponsor announcements as a PREMIER SPONSOR**
 - **Large logo on sponsor page of website with a website link**
 - **Large logo on posters and flyers**
 - **Large logo displayed on large Video Screens on the main stage as a Premier sponsor**
 - **Large logo on sponsorship boards at the event**

TITANIUM SPONSORS \$1,500

- ❖ **An event (Children's Activity/Event (to be determined)) will be designated for this sponsorship category or a specific service will be recognized if value is at least \$1500.**
 - **Specific recognition during the event via prerecorded sponsor announcements as a TITANIUM SPONSOR**
 - **Medium logo on sponsor page of website with a website link**
 - **Medium logo on posters and flyers**
 - **Medium logo displayed on large Video Screens on the main stage as a Titanium sponsor**
 - **Medium logo on sponsorship boards at the event**

PLATINUM SPONSORS \$1,000

- ❖ **An event (Chicken Dance Competition, Pedal Tractor Pull Competition, Craft Show Sponsor, etc.) will be designated for this sponsorship category or a specific service will be recognized if value is at least \$1000.**
 - **Specific recognition during the event via prerecorded sponsor announcements as a PLATINUM SPONSOR**
 - **Small logo on sponsor page of website with a website link**
 - **Small logo on posters and flyers**
 - **Small logo displayed on large Video Screens on the main stage as a Platinum sponsor**
 - **Small logo on sponsorship boards at the event**

GOLD SPONSORS \$500

- **Name on sponsor page of web site with link to your web site**
- **Name on posters and flyers with large font size**
- **Name displayed on large Video Screens on the main stage as a Gold sponsor**
- **Name on sponsorship boards at event with large font size**

SILVER SPONSORS \$250

- Name on sponsor page of web site with link to your web site
- Name on posters and flyers with medium font size
- Name on sponsorship boards at event with medium font size

IN-KIND SPONSORS - Donation of prizes (must total at least \$250 in value)

- Name on sponsor page of web site with link to your web site
- Name on posters and flyers with medium font size
- Name on sponsorship boards at event with medium font size

BRONZE SPONSOR \$100

- Name on sponsor page of web site with link to your web site
- Name on posters and flyers with small font size
- Name on sponsorship boards at event with small font size

For more info: Go to www.darboyfest.org
or contact Bryan Ebert at bryan.ebert@schencksc.com

Please return this form as soon as possible to lock in your sponsorship. Payment can be sent at a later date. Please make all checks payable to the Kiwanis Club of Darboy, Inc. Payment must be received by March 15, 2012 however any payment made prior to March 15, 2012 would be greatly appreciated. We will list you as a sponsor on our website upon receipt of this COMMITMENT FORM.

**All checks can be mailed to:
Kiwanis Club of Darboy, Inc.
N178 County Road N
Appleton WI 54915**