BETWEEN THE BLUFFS

# BEVERAGES & BITES FEST

## SPONSORSHIP PACKET

## Saturday April 24, 2027

**We invite your business to explore the sponsorship opportunities available at the Between The Bluffs Beverages & Bites Festival.**




## PARTNER. PROMOTE. CONNECT.

**Make an impact in the La Crosse & Onalaska community!**

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# BEVERAGES & BITES FEST

## Sponsorship Packages

Onalaska Omni Center
Saturday, April 24, 2027

## VIP Sponsor

**$5,000**
Sponsorship

- "Your Business" VIP Area
- Logo on all VIP tickets
  - 800 VIP tickets sold each year
- Sponsor-provided banners displayed prominently in the VIP area
- Business name and logo on festival maps and programs
- Opportunity to include sponsor-provided promo materials as samples in gift bags for VIP guests
- 6 PA mentions
- Logo and link to website on festival website
- Mention on social media
- Logo displayed on a 4' x 6' digital screen on site



**15 VIP** tickets
$1500 value

## General Admission Sponsor

**$4,000**
Sponsorship



**15 GA** tickets
$1000 value

- Sponsor- provided signage on festival grounds
- Branded Archway to GA Tasting Area
- Logo on all GA tickets
  - 1,000+ GA tickets sold each year
- 6 PA mentions
- Business name and logo on festival maps and program
- Logo and link to website on festival website
- Mention on social media
- Logo displayed on a 4' x 6' digital screen on site

btb@explorelacrosse.com | 608-781-9566
ExploreLaCrosse.com/Beverages-Bites

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## Sponsorship Packages

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## Entertainment Sponsor

**$4,000** Sponsorship

- **Exclusive Stage naming rights:** "The [your name] Main stage"
- Sponsor- provided signage on festival grounds
- 6 PA mentions
- Mention on social media
- Logo and link to website on festival website
- Business name and logo on festival maps and program
- Logo displayed on a 4' x 6' digital screen on site



**4 VIP**
**10 GA**
$1000 value

## Tasting Glass Sponsor

**$3,000** Sponsorship

**2 VIP**
**10 GA**
$800 value



- **Exclusive Glass Recognition:** Business logo on all 3000 tasting glasses
- Sponsor-provided banners displayed at festival
- 6 PA mentions
- Mention on social media
- Logo and link to website on festival website
- Business name and logo on festival maps and programs
- Logo displayed on a 4' x 6' digital screen on site

## Shuttle Sponsor

**$2,000** Sponsorship

- **Exclusive Shuttle Recognition:** Business name and logo featured on designated festival shuttle signage
- Sponsor- provided signage on festival grounds
- 6 PA mentions
- Mention on social media
- Logo and link to website on festival website
- Business name and logo on festival maps and program
- Logo displayed on a 4' x 6' digital screen on site




**5 GA**
tickets
$300 value

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## Program Sponsor

**$2,000** Sponsorship

- **Exclusive Front and Back Cover Recognition:** Sponsor logo prominently featured on the front cover and full advertisement on back cover of the official 8-page festival program.
- Sponsor- provided signage on festival grounds
- 4 PA mentions
- Logo and link to website on festival website
- Mention on social media
- Logo displayed on a 4' x 6' digital screen on site

**5 GA** tickets S300 value



## Wristband Sponsor

**$1,500** Sponsorship

**3 GA** tickets S200 value



- **Exclusive Wristband Branding:** Business logo featured on festival wristbands for 2000+ attendees
- Mention on social media
- 4 PA mentions
- Sponsor- provided signage on festival grounds
- Logo and link to website on festival website
- Logo displayed on a 4' x 6' digital screen on site

## Volunteer T-Shirt Sponsor

**$1,500** Sponsorship

**SPONSORSHIP SOLD OUT!**

- **Exclusive Volunteer T-Shirt Branding:** Business logo
- 2 PA mentions
- Sponsor- provi
- website
- on festival website
- Mention on social media

throughout the festival

**3 GA** tickets S200 value



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## Activity Sponsor

- Business name and logo prominently displayed at the sponsored game or activity
- Business name featured alongside the sponsored activity on festival maps
- Logo and link to website on festival website
- Mentions on social media
- Logo displayed on a 4' x 6' digital screen on site

**$500**

## After Fest Sponsor

- Feature a special discount, coupon, or promotional offer for attendees in the official festival program.
  - Encourage attendees to visit your restaurant or bar after the festival to redeem their offer.
- Logo and link to website on festival website
- Mentions on social media
- Logo displayed on a 4' x 6' digital screen on site

**$400**

## Festival Supporter

- **Logo in official festival program**
- Logo and link to website on festival website
- Mention on social media
- Logo displayed on a 4' x 6' digital screen on site

**$300**

## Giveaway Sponsor

- Business name and logo displayed at the Spin-to-Win Giveaway Booth
- Provide products, gift cards, or branded merchandise as giveaway prizes
- Logo and link to website on festival website
- Mention on social media
- Logo displayed on a 4' x 6' digital screen on site

**$250**

## Friend of Fest

- Logo and link to website on festival website
- Mention on social media
- Logo displayed on a 4' x 6' digital screen on site

**$150**

## Custom or In-Kind

We welcome businesses interested in supporting the festival through donations of products, supplies, equipment or services.

**Let's create a package just for you!**

# We can't wait to work together!

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