54th Annual Warrens Cranberry Festival September 24 - 26, 2027



Sponsorship Package

At the Warrens Cranberry Festival, we believe in customizing a package that works for you! Whether you are looking for branding or corporate giving, we have a broad selection of opportunities that include attaching your name to a project or special event. Some of these opportunities have a longer shelf life than the three-day festival. Whether your goal is marketing, public relations, community giving, or a combination, we will find the right fit for your company. We will partner with you to design a package that works to accomplish the goals of your business model.

Sponsorships range in price from $100 for a Cranberry Festival Contest Sponsorship to the Cranberry Diamond premium level. We entertain both cash and in-kind inquiries and encourage participation. We're proud of our generous partners who create magical and creative experiences during the three-day festival. The following pages outline possible branding and public relations opportunities available.

Warrens Cranberry Festival

2027 Sponsorships

About Warrens Cranberry Festival

We are inviting you to join us, requesting that consideration be given to sponsorship involvement with this premier event. I am enclosing information for you to review so that we can further discuss various options which may be appealing to you while meeting your business goals

Our Organization

Warrens Cranberry Festival, the world's largest of its kind, is a registered 501(c)(3) organization that has been contributing to the Warrens Wisconsin area since its first Festival in 1973. The organization's focus is to donate to community organizations, including local schools, fire departments, Lions clubs and scout groups. Entering its 54th year, the Festival has donated over $3 million to such organizations, and it looks forward to contributing to the community even more in the future.

Our Event

In order to raise funds for the community of Warrens, a three-day Festival is always held the last full weekend in September, in celebration of Wisconsin's state fruit: the cranberry. The Festival features a wide range of events, including several contests and a parade on Sunday. This year's Festival is September 24-26, 2027. The Festival is perhaps best known for its shopping areas, which include an Arts & Craft Show, Flea Market & Antiques, Farm Market and Food Courts. Combined, there are about 1,250 booths that make for a three-mile shopping extravaganza. Voted by our artist we have been in the top 100 contemporary shows consistently in the country!

Our Impact

The Festival has grown throughout the years from a Festival attended by 3,500 visitors in its first year, to more than 150,000 in annual attendance each year. As the event has grown, so has its impact. The Festival brings in over 14 million each year to the Monroe County, Wisconsin area, contributing to the local economy and benefiting hotels, restaurants and shopping centers.

2027-Web Trends and Social Media: *Festival Website, Facebook:* over 38K follow the Festival's *Facebook* page. 90% are women in the 25-64 year range. *YouTube:* Thousands of views on the Festival's *YouTube* Channel.

What can we do for you?

As a large event, Warrens Cranberry Festival, Inc., stands to offer our sponsors numerous opportunities for cost-effective marketing. Not only will our sponsors be able to reach more than 150,000 visitors who attend the annual event from across the United States and even from other countries; but businesses like yours also have the opportunity to reach tens of thousands of additional individuals as well as, the thousands of people who view our website each year.

As a sponsor, you also have the opportunity to help Warrens Cranberry Festival, Inc., continue to thrive, all while receiving important marketing for your business. If this opportunity sounds like something that would interest your company, please continue through the packet to see all the marketing opportunities we have available for businesses like yours. Visit our website www.cranfest.com to become better acquainted with what we do.

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Why become a Festival Sponsor?

Sponsorship at events is a great way to achieve marketing goals! 85% of consumers are more likely to purchase a product or service after attending a live marketing event.
For three days the Warrens Cranberry Festival transforms into a festive village. Over 1200 juried artists from across the country participate in this event.

Take this opportunity to:

- Build awareness and brand identity
- Enjoy unique visibility and outreach to thousands of attendees
- Attract new individual and business contacts
- Appeal to a diverse variety of demographics
- Strengthen community involvement
- Be recognized in related marketing materials

The Festival incorporates several local organizations as Festival Partners and donates to their organizational funds. Participating organizations have included Girl Scouts, Boy Scouts, PTA, Gridiron Club, Lions Clubs, Snowmobile Clubs, Sportsman Club, Churches, FFA and more.

The important role that our festival has in our community:

- Adding to the quality of life for local residents
- Driving tourism
- Showcasing a positive community brand and image to the media, business community, and visitors
- Provide enhanced exposure opportunities for artists, not-for-profit causes and community programs and venues
- Promoting volunteerism and bonding the many elements of the community together
- Encouraging community investment, participation, creativity and vision
- Building irreplaceable "community capital" for the future
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- Encouraging community investment, participation, creativity and vision
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Warrens Cranberry Festival Mission Statement:

The purpose shall be to educate the public, promoting the common good and general welfare of the Village of Warrens and surrounding communities. This includes holding an annual festival and raising funds for civic betterment, social improvements and charitable contributions.

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Band Sponsorship

Why become a band sponsor?

Elevate your brand's local visibility by becoming an official ***Band Sponsorship Level partner*** at the 2027 Warrens Cranberry Festival. This premium specialty tier offers unmatched local marketing exposure by placing your business banner directly at the front of a marching band as it navigates our high-traffic parade route.

By aligning with this community tradition, your company capitalizes on physical branding seen by thousands of local residents, area families, and visiting consumers. Beyond the physical parade footprint, your brand secures extended multi-channel visibility through high-frequency verbal recognition on our festival loudspeaker system, inclusion in local *Cranfest* print supplements, and a digital logo placement linking directly to your website.

This opportunity seamlessly connects your brand with a beloved community tradition.

Your investment directly keeps area performing arts thriving, reinforcing the festival's commitment to supporting local youth initiatives like the Tomah Show Choir and high school programs.

Band Sponsorship Level $700—$1300

- **Sponsor's banner carried in the parade directly in front of the sponsored band**
- **Sponsor's logo on the Festival website with a link to sponsor's website**
- **Recognition in the Cranfest supplements and special "Thank You" section**
- **Verbal recognition on our loud speaker system**
- **Company name listed on Sponsor Banner at the 2027 Festival**
- **Free Entry in the Parade**

BAND SPONSORSHIP LEVEL SPECIAL TERMS:
If you are registering for the Band Sponsorship level, please initial next to each term to acknowledge our policies.

1. First-Come, First-Served:___Pairings are assigned strictly based on the order received. Slots are limited by the parade's marching lineup.
2. Annual Rotation Policy:___To ensure equity, sponsors must rotate pairings annually. A new marching unit must be selected for the following festival year.
3. Banner Logistics: _____ Banner graphics must meet festival guidelines and be submitted by the catalog deadline of August 1st, 2027.

Warrens Cranberry Festival

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Sponsorship Levels	Sponsorship Benefits
Cranberry Festival Contest Sponsorship	• Contests: Marsh Medallion Hunt $100; Be our Guests $200; Scarecrow $200; Youth Sticker Contest $500 and Button Contest $600 See Benefits listed below based on Sponsorship amount along with your logo on correspondence for the contest.
Cranberry Festival Parade Sponsorship **$250—$499**	• **Company name listed on Sponsor Banner at the 2027 Festival** • Free Entry in the Parade
Friend of the Cranberry Festival **$500—$999**	• **Sponsor's logo on the Festival website with a link to sponsor's website** • **Recognition in the Cranfest supplements and special "Thank You" section** • **Verbal recognition on our loud speaker system** • **Company name listed on Sponsor Banner at the 2027 Festival** • Free Entry in the Parade
Silver Sponsorship Level **$1,000—$1,499**	• Sponsor's logo on the Festival website with a link to sponsor's website • **Recognition as *Silver Level Sponsor* in the Sparta Monroe County Herald** • Recognition in the Cranfest supplements and special "Thank You" section • Verbal recognition on our loud speaker system • Company name listed on Sponsor Banner at the 2027 Festival • **(2) Complimentary Warrens Cranberry Festival T-shirts** • Free entry in the Parade
Gold Sponsorship Level **$1,500—$2,499**	• Sponsor's logo on the Festival website with a link to sponsor's website • **Recognition as *Gold Level Sponsor* in the Sparta Monroe County Herald** • Recognition in the Cranfest supplements and special "Thank You" section • Verbal recognition on our loud speaker system • Company name listed on Sponsor Banner at the 2027 Festival • (2) Complimentary Warrens Cranberry Festival T-shirts • **One 10x10 Booth Location at the Festival-demo, sampling, etc.** • Free Entry in the Parade
Platinum Sponsorship Level **$2500—$4,999**	• Sponsor's logo on the Festival website with a link to sponsor's website • **Recognition as *Platinum Level Sponsor* in the Sparta Monroe County Herald** • Recognition in the Cranfest supplements and special "Thank You" section • Verbal recognition on our loud speaker system • Company name listed on Sponsor Banner at the 2027 Festival • **Be our guest at the 2027 Festival and receive a guided tour** • (2) Complimentary Warrens Cranberry Festival T-shirts • **One 10x20 Booth Location at the Festival-demo-sampling, etc.** • **Newsletter Recognition** • Free Entry in the Parade
Diamond Sponsorship Level **$5,000 +**	• Sponsor's logo on the Festival website with a link to sponsor's website • **Recognition as *Diamond Level Sponsor* in the Sparta Monroe County Herald** • Recognition in the Cranfest supplements and special "Thank You" section • Verbal recognition on our loud speaker system • Company name listed on Sponsor Banner at the 2027 Festival • Be our guest at the 2027 Festival and receive a guided tour • (2) Complimentary Warrens Cranberry Festival T-shirts • **One 20x20 Booth Location at the Festival** • **Entertainment Sponsor-Limited** • Newsletter Recognition • Free Entry in the Parade

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**** If you are interested in being a sponsor, please make your pledge by *August 1st*. You may send your pledge by fax, email or call the Festival Office. I would be happy to set up a meeting with you.**

____ Yes, I would like to pledge a sponsorship

Fax: 608-378-4250 Email: cranfest@cranfest.com Phone: 608-378-4200

COMPANY: _____

NAME: _____ **PHONE:** _____

ADDRESS: _____

CITY: _____ **STATE** _____ **ZIP:** _____

E-MAIL _____

I would like to be a Sponsor of the 2027 Warrens Cranberry Festival with a gift of:

____Cranberry Festival Donation $250

____Cranberry Festival Contest Sponsorship $100-$600

____Cranberry Festival Parade Sponsorship $250-$499

____Band Sponsorship Level (*Limited Availability) $700-$1300

____Friend of the Festival $500-$999

____Silver Sponsorship Level $1,000-$1,499

____Gold Sponsorship Level $1,500-$2,499

____Platinum Sponsorship Level $2,500-$4,999

____Diamond Sponsorship Level $5000 +

I will have a unit in the parade. Yes or No

Each year, September is primarily a month of preparation for the Festival and we have 20-30 volunteers each day, who give their time and hard work in the weeks leading up to the Festival. We would like you to consider a gift certificate or an actual food donation, to our Festival and its volunteers. We would have the food onsite at the Warrens Cranberry Festival office, so that the volunteers can receive some nourishment during the days of preparation.

_____ **I'm interested, contact me.** *A Festival representative will contact you with more details.*

*If you would like to sponsor a certain area of the Festival please note below what area you are interested in such as, Parade, Marsh Tours, Contests, etc.*_____

If you would prefer to discuss other options please contact Cranfest Office, 608-378-4200, cranfest@cranfest.com

MAIL YOUR SPONSORSHIP TO:
WARRENS CRANBERRY FESTIVAL
SPONSORSHIPS
P.O. BOX 146
WARRENS, WI 54666
Please make checks payable to the Warrens Cranberry Festival