

Ruthven Apple Festival



SEPT OCT
30-1
2023

SPONSORSHIP PACKAGE

WELCOME TO COMMUNITY LIVING ESSEX COUNTY

As a registered charitable not for profit organization, providing supports and services to over 700 children, youth, and adults with intellectual disabilities in Essex County since 1967, we count on the support of community and businesses who believe in the vision and mission of Community Living Essex County.

Vision – A community that celebrates inclusion and inspires possibilities.

Mission – We are committed to supporting people with an intellectual disability to achieve their goals and dreams; empowering them to flourish as full citizens who are valued in their community.

The Impact of Your Support Through Sponsorship

Community Living Essex County relies on fundraised dollars to meet the needs of the people and families we serve when there is insufficient government funding and resources available. A great many supports and services we offer are not fully funded by the Ministry of Children, Community, and Social Services.

We help people live full, active lives in inclusive communities. Here are some of the ways that fundraised dollars are put to work:

- proceeds from the Ruthven Apple Festival purchase and maintain accessible vehicles so that people can get to school, work, and recreational activities
- Charity Golf Classic proceeds provides summer support to children and youth while they're not in school, a major help to working families
- Giving Tuesday proceeds puts technology in the hands of people with intellectual disabilities who otherwise wouldn't have the funds to purchase iPads, iPhones, apps, and other devices to support independence, safety, and learning

We're happy you're taking the time to review our menu of sponsorship options. Our long-standing community events are well attended and receive plenty of media coverage. Sponsoring Community Living Essex County is smart business move and a way to demonstrate social responsibility. We'd love to help showcase your generosity.

info@communitylivingessex.org | www.communitylivingessex.org



Ruthven Apple Festival

Average number of attendees:

4,000-8,000 over 2-day period

Typical exposure/media coverage:

TV, radio, newspapers, social media platforms

Location of event:

Colasanti's Tropical Gardens, Ruthven



The proceeds from the Ruthven Apple Festival go toward the purchase and maintenance of accessible vehicles to help people with intellectual disabilities stay active in community. Did you know that we receive minimal funding to cover the cost of transportation? We rely heavily on fundraised dollars to ensure the people we support have access to vehicles.

MAIN STAGE SPONSOR ————— \$5,000

LIMITED TO 1 LEAD SPONSOR

- Named in all print and digital advertising, with company logo
- Company logo with hyperlink to your business on Applefest website and social channels
- Stage mentions throughout the festival weekend
- Opportunity to welcome festival goers at opening ceremony and have one representative in Apple Peeling Contest
- Opportunity to introduce the opening musical act
- Up to 2 company banners displayed at stage and designated festival location
(Business supplies the banners)
- Company highlighted on CLEC social channels *(FB, Twitter, Instagram)*

DONATION TENT SPONSOR ————— \$1,000

LIMITED TO 3 SPONSORS

- Named in all print and digital advertising, with company logo
- Company logo on Applefest website with hyperlink to your business
- Stage mentions throughout the festival weekend
- Signage at the stage area *(produced by CLEC and approved by sponsor)*
- Company logo on one banner located at Donation Basket Tent *(produced by CLEC)*
- Opportunity to include company information in each donation basket



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COMMUNITY HERO DONATION BASKET SPONSORS

LIMITED UP TO 25 SPONSORED BASKETS

- Community supporters/businesses agree to fill one basket or more with a minimum of \$150 worth of items for themed baskets e.g., automotive cleaning supplies, toys, sporting goods etc.
- Supporters can include company promotional information in their sponsored baskets
- Supporters will be acknowledged at festival stage area by Master of Ceremonies

FARMERS MARKET TENT SPONSOR ——— \$2,500

LIMITED TO 1 LEAD SPONSOR

- Named in all print and digital advertising, with company logo
- Company logo on the Applefest website with hyperlink to your business
- Stage mentions throughout the weekend
- Company logo on one banner located at Farmers Market (*Business supplies the banner*)
- Company highlighted on CLEC social channels (*FB, Twitter, Instagram*)
- Farmers Market volunteers provided with sponsors hats or t-shirts to wear
- Sponsors promo information to be distributed with any Farmers Market purchases

APPLE PEELING CONTEST SPONSOR ——— \$1,000

LIMITED TO 1 LEAD SPONSOR

- Company logo on the Applefest website and social media pages, with hyperlink to your business
- Stage mentions throughout the weekend
- Opportunity to present Apple Peeling Contest Award to winner
- Opportunity to outfit all Apple Peeling Contest participants with company t-shirt



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APPLE PIE BOOTH ————— \$1,500

LIMITED TO 1 LEAD SPONSOR

- Company logo on Applefest website and social channels (*FB, Twitter, Instagram*) with hyperlink to your business
- Stage mentions throughout the weekend
- Opportunity for company to set up booth and sell baked goods throughout festival event
- Company logo on one banner located at Pie Booth (*Business supplies the banner*)
- Company highlighted on CLEC social channels (*FB, Twitter, Instagram*)

APPLE FESTIVAL CAR SHOW

LEAD SPONSOR - \$1,000 (LIMITED TO 1)

- Sponsor entitled to naming rights of Car Show, i.e. Bob's Garage Apple Festival Car Show
- Named in all print and digital advertising with company logo
- Company logo on the Applefest website with hyperlink to your business
- Stage mentions throughout the weekend
- Signage at the stage area and Car Show (*provided by lead sponsor*)

FRIENDS OF APPLE FEST - \$200 (LIMITED TO 5)

- Opportunity to display banner at Apple Fest Car Show location (*limited to 6-foot banner*) provided by sponsor
- Opportunity to provide promotional items to all car show attendees Supporters will be acknowledged at festival stage area by festival Master of Ceremonies

Contact: Tony DeSantis, Manager,
Community Relations and Resource Development
tony@communitylivingessex.org or **519-776-6483 ext. 246.**



Got questions? Want to chat?

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