



BestFest
NYS
A NEW YORK SHOWCASE

Title sponsorship

- Naming Rights to the event; “BestFest NYS brought to you by _____.”
- Logo included in all branding & promotion leading up to the event.
- Option to set up a Vendor Space – as much space as you’d like.
- Four tickets to the BestFest Balcony each night
- Logo on event agenda distributed at the event
- (5) ¼ page ad in The Post-Standard to use at your discretion to promote whatever you like.
- 1Million impressions promoting the event on syracuse.com & Nyup.com

Investment: \$25,000



BestFest NYS – A sampling of NY State

- This “Everything New York” event features only NYS vendors. Taste food, wine, beer, ice cream, cheese and more from only NYS companies. Listen to bands from across NYS, peruse art from NYS artisans, dance your heart away, watch food & drink contests, a live pumpkin sculpting demo and more!
- BestFest NYS is at the new Expo Center at the NYS Fairgrounds, Friday Oct 12 from 4 to 10 pm. and Saturday Oct. 13 from Noon to 10 p.m.
- \$5 admission includes two sample tickets.



Vendor Opportunities

- **Vendor Space:** You have been contacted because you are considered one of the BEST in NYS. Join us in showcasing and selling your products!
- All food & beverage vendors must provide a \$1 sample of some kind. Whatever else you sell is up to you!
 - 10x10 space: \$150
 - 20x10 space: \$175



Stages Sponsor

- Two stages will be the main focal points where all the fun takes place!
- The main stage is where all the LIVE music, food competitions and entertainment will take place. The 2nd stage will host cooking demonstrations, learn how to make cheese, soap, ice cream, dancers, special entertainment, wine tasting, cider tasting and more!
- Sponsorship includes naming rights to stages, large signage on and around the stages, logo and link on event website, logo included on print materials, PA announcements, option to set up a vendor space and say a few words on stage.

Main Stage Investment: \$5,000





- Participating Cider companies will automatically be entered into the “Best-Of-Cider” Competition.
- Cider Author Dan Pucci of NYC and brother Jacob Pucci, journalist of Nyup.com’s popular “Best Of” Articles, will host a cider seminar, followed by a cider tasting.
- Attendees may follow Dan & Jacob while they taste and critique.
- A “Best Of-Cider” will be determined by Dan, Jacob and event attendees.
- **Sponsorship includes contest naming rights and:**
 - Logo and link on event website
 - PA announcements at the event
 - Option to set up a vendor space, participate in the tasting event
 - Business included on agenda and in some print marketing.
 - Investment: \$2,500

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Cider Tasting Competition

Demonstrations

Sponsor a demonstration on the main stage!

Promote your business and offer an educational component at the event. Examples:

- Learn how to make fresh mozzarella
- Learn how to roll sushi
- Learn how to shuck an oyster
- Learn how to make home made soap
- Learn how a sommelier tastes wine; etiquette on how to taste wine
- Have an idea for a demo? We're open to ideas! Spaces Limited!
- Sponsorship includes: Logo & link on event website, part of the overall event agenda, included on some print marketing, option to introduce instructor on stage and say a few words about your business, includes a 10x10 vendor space.

Investment: \$250 per demo



VIP Area

“BestFest Balcony”

- The convention center balcony overlooks the main event space, fits 100 people.
- Attendees purchase a ticket to enter this space, that includes beverages and samples of all our “Best-Of” Winners!
- The “BestFest Balcony” will be THE spot to mix, mingle & dance the evening away.
- Sponsorship Includes: Logo & link on event website, logo on tickets, logo and signage in area, logo on all marketing materials, included in promotion leading up to the event, two tickets to balcony.

Investment: \$1,000



Hot Dog Eating Contest

- NY is known to have some of the BEST hot dogs and this is an opportunity to showcase your dogs in the 1st Annual Best-Fest Hot Dog Eating Challenge.
- Sponsorship Includes: Logo & link on event website, part of overall event agenda, inclusion on marketing materials leading up to the event, PA Announcements, option to set up vendor space, option to introduce competitors and say a few words about your business on stage.
- Investment: Donation of hot dogs for contest + \$750.



Chicken Wing Eating Contest

- Show off your wings in the 1st Annual Best-Fest Hot Wing Eating Challenge.
- Sponsorship Includes: Logo & link on event website, part of overall event agenda, inclusion on marketing materials leading up to the event, PA Announcements, option to set up vendor space, option to introduce competitors and say a few words about your business on stage.

Investment: Donation of wings, \$750





Pumpkin Sculpture Sponsorship

- The best pumpkin carvers in NYS will construct a giant pumpkin sculpture during the event! A guaranteed way to get attendees to your vendor space.
- Sponsorship includes vendor space next to sculpting area
 - Link and logo on event website
 - Logo included on some promotional elements
 - Your name in overall event agenda
 - PA Announcements at the event
 - Logo on banner on sculpting area

Investment: \$5,000