

B A Y F I E L D

APPLE FESTIVAL

OCTOBER 3, 4 & 5 • 2025

63RD ANNUAL • EST. 1962

APPLE FESTIVAL SPONSORSHIP

Hello!

We're excited to announce the 63rd Annual Bayfield Apple Festival, taking place October 3-5, 2025 – and we'd love for your business to be part of the celebration!

Each year, 45,000–60,000 visitors flock to Bayfield, Bayfield County, and Ashland County to enjoy our apple orchards, charming shops, and vibrant community atmosphere. By sponsoring this iconic fall event, you'll not only support a festival that generates \$40 million in regional economic impact, but you'll also gain valuable brand exposure in a fun, meaningful way.

Why Support the Bayfield Apple Festival?

- 🍏 Massive Exposure – Reach tens of thousands of festival-goers, plus an extended audience online.
- 🍏 Elevated Brand Image – Event sponsorship boosts public perception and community connection.
- 🍏 Award-Winning Fun – Named one of USA Today's Top 10 Fall Festivals in the Nation and Wisconsin's Best Festival by Wisconsin Trails Magazine and featured on national news outlets such as NBC's TODAY Show.

New in 2025 – Even More Ways to Stand Out:

- 📸 Photo Booth Sponsor – Your logo featured in all digital photo shares from our new photo booth.
- 📺 Livestream Sponsor – Your brand showcased during live coverage of the parade, music, and festival highlights.
- 🎪 Expanded Banner Opportunities – High-visibility placements across festival grounds and the parade route.

Please see the attached sponsorship package for details. We're happy to tailor a package that fits your goals and budget. To ensure inclusion in printed materials, sponsorships are due by **August 25, 2025**.

If you have any questions, contact us at (715) 779-3335 or kati@bayfield.org.

Thank you for considering this opportunity to partner with us. We look forward to working with you to make the 63rd Annual Bayfield Apple Festival our best year yet!

Warm regards,

Kati Anderson
Public Relations Manager
Bayfield Chamber & Visitor Bureau
(715) 779-3335
kati@bayfield.org





BAYFIELD APPLE FESTIVAL SPONSORSHIP

Thank You for sponsoring the 63rd Annual Apple Festival!

Please return this completed form to the Bayfield Chamber and Visitor Bureau on or before August 25, 2025.

Apple Festival Sponsorship:

BIG APPLE	\$50,000	☐
HARVEST	\$25,000	☐
GOLDEN APPLE	\$10,000	☐
WOLF RIVER	\$5,000	☐
CORTLAND	\$4,000	☐
HONEYCRISP	\$3,000	☐
PAULA RED	\$2,000	☐
MCINTOSH	\$1,000	☐
GALA	\$500	☐
FIRESIDE	\$250	☐

Scheduled Festival Event Sponsorship:

MUSIC VENUE	\$3,000 - \$5,000	☐
GRAND PARADE MASS BAND	\$3,000	☐
PIPES & DRUMS PERFORMANCE	\$2,000	☐
NATIVE AMERICAN PERFORMANCE	\$2,000	☐
GRAND MARSHAL / KING & QUEEN	\$1,000	☐
APPLE PEELING CONTEST	\$1,000	☐
APPLE PIE & DESSERT CONTEST	\$1,000	☐

Bayfield Chamber Member? YES _____ NO _____

Business Name _____

Contact Person _____

Phone _____

Mailing Address _____

Email _____

City _____ State _____ Zip _____

Website _____

Facebook _____ Instagram _____

X (Twitter) _____

PAYMENT INFORMATION

If paying by credit card, please call or stop in the Bayfield Chamber office (42 South Broad St, Bayfield). A 3.2% fee will be added to credit card payments

—OR— Mail a check for the full amount of your sponsorship to:

BAYFIELD CHAMBER & VISITOR BUREAU, PO BOX 138, BAYFIELD, WI 54814

All sponsorships secured through trade of goods or services must be pre-approved by the Bayfield Chamber & Visitor Bureau. Not all sponsorship benefits may apply.

For more information please contact Kati Anderson, Public Relations Manager for the Bayfield Chamber & Visitor Bureau, at kati@bayfield.org or by calling (715) 779-3335.

****PLEASE NOTE:** To secure all benefits associated with the sponsorship level of your choice, the Bayfield Chamber & Visitor Bureau must receive your sponsorship commitment by **August 25, 2025**. Commitments received after that date may not receive all associated benefits.

All sponsorship fees are non-refundable. Should the event be canceled, rescheduled, or significantly altered for any reason beyond our control, Bayfield Chamber and Visitor Bureau staff will make reasonable efforts to provide alternate recognition but such accommodations are not guaranteed and remain at the sole discretion of staff.



2025 Bayfield Apple Festival

Festival Sponsorship Levels

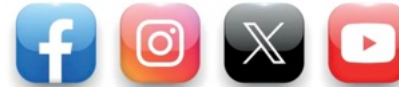
Benefit	Big Apple \$50,000	Harvest \$25,000	Golden Apple \$10,000	Wolf River \$5,000	Cortland \$4,000	Honeycrisp \$3,000	Paula Red \$2,000	MacIntosh \$1,000	Gala \$500	Fireside \$250
Presenting sponsor of the 63rd Bayfield Apple Festival	1									
Logo at new photo booth	1									
Brief appearance / interview during Grand Parade livestream	1									
Include logo and verbal in Tier 1 livestream of Grand Parade	1									
Include logo in Tier 2 livestream event	1	2								
Festival entrance banner	2	4								
Branded golf cart flag	2	4								
Featured Ad Placement on Bayfield.org	1	1	1							
Mention in All Apple Festival Advertising	1	1	1							
Banner Placement at Music Venue	1	1	1	1						
Flag Placement at Memorial Park walkway	1	1	1	1	1	1				
Ad in Bayfield Travel Guide	Full Page	Full Page	Full Page	Full Page	½ Page	¼ Page				
10x10 Booth at Festival	3	2	1	1	1	1				
Carnival Wristbands	3	3	3	3	2	1				
Framed Apple Festival Poster	1	1	1	1	1	1	1	1		
Preferred Float Placement in Grand Parade	1	1	1	1	1	1	1	1		
Website Logo Link on Bayfield.org for one year	1	1	1	1	1	1	1	1		
Mention in Apple Festival Press Release	1	1	1	1	1	1	1	1		
Dedicated Thank You on Apple Festival Facebook Page	1	1	1	1	1	1	1	1		
Name in Apple Festival Directory, Website, Kiosks	1	1	1	1	1	1	1	1	1	1
Official Apple Festival Hat	1	1	1	1	1	1	1	1	1	
Apple Festival Poster	1	1	1	1	1	1	1	1	1	1



Memorial Park Flags



Golf Cart Flags



For the first time, we will be livestreaming several Apple Festival events simultaneously on our social media platforms, including the Grand Parade



Grandstand Stage Banners



2025 Bayfield Apple Festival

Scheduled Event Sponsorships

Benefit	Music Venues: Grandstand Stage & Memorial Park \$3,000 - \$5,000	Grand Parade's Mass Band \$3,000	Pipes & Drums of Thunder Bay \$2,000	Native American Performance \$2,000	Grand Marshall & Apple Festival King/Queen \$1,000	Apple Peeling Contest \$1,000	Apple Pie & Dessert Contest \$1,000
Banner Placement at Music Venue	1						
Name on Event Awards						1	
Name on Banner at Event Venue						1	
Name on Car Magnets for Grand Parade					1		
Opportunity to Judge Event (2 judges)		1				1	1
Name on Royalty Swag					1		
Live Thunder Bay Pipes & Drums Performance at your Venue			1				
Live Native American Music Performance at your Venue				1			
Logo or Name Placement on Mass Band Tshirts		1					
Flag Placement at Memorial Park walkway	1	1					
Ad in Bayfield Travel Guide	1/4 Page - Full Page	¼ Page					
10x10 Booth at Festival	1	1					
Carnival Wristbands	1 - 3	1					
Framed Apple Festival Poster	1	1	1	1	1	1	1
Preferred Float Placement in Grand Parade	1	1	1	1	1	1	1
Website Logo Link on Bayfield.org for one year	1	1	1	1	1	1	1
Mention in Apple Festival Press Release	1	1	1	1	1	1	1
Dedicated Thank You on Apple Festival Facebook Page	1	1	1	1	1	1	1
Name in Apple Festival Directory, Website, Kiosks	1	1	1	1	1	1	1
Official Apple Festival Hat	1	1	1	1	1	1	1
Apple Festival Poster	1	1	1	1	1	1	1



Pipes & Drums of Thunder Bay



Apple Pie & Dessert Contest



Parade Vehicle Magnet



Grand Parade Mass Band