



Chester County Mac & Cheese Cook-off

June 4, 2017 • 12pm – 4pm • Rain or Shine
Park Lane & Pennsylvania Ave, Downingtown, PA



PO Box 72313
Thorndale, PA
19372

*Are you interested in helping your local community – and others around the world – at the same time? **This is Rotary. This is how.***

BE A SPONSOR

As Rotarians, we are asked to fulfill a responsibility in vocational, community and international service. Every year, we try to come up with new ways of getting our name and mission out into the world all while raising funds to accomplish the goals of our club and Rotary International. Last year, we supported several new projects in addition to our eleven annual projects: Chester County Futures; Beaver Creek Elementary Gaga Ball Court; and assistance with completing the Kerr Park gazebo renovations.

We are able to support such projects due in part to the funds we raise through our Annual Mac & Cheese Cook-off. The idea of the Cook-off originated from the idea of holding an event that promotes the use of local food products and encourages sustainable agriculture, while bringing awareness of what's available in the public's backyard.

The outdoor event includes local restaurants, businesses, organizations and hometown cooks competing against each other for the title "BEST Mac & Cheese in Chester County". A panel of judges will judge each mac & cheese dish, as well as the public will vote for People's Choice and Kid's Choice winners. Over 1400 people attended the event last year. The public will be asked to pay a \$10 per head entrance fee to be able to sample each participant's dish. By one o'clock, you'll find parents with little ones under the Kid's Mactivity tent and other GenXers in the beer garden along the Brandywine Creek.

As a Gruyere sponsor (or better), you are offered your own marketing booth and your name will be displayed at the People's Choice Voting area. In addition to getting your name displayed at the event, we have a decent social media reach. Our Facebook reach averages 25,000 monthly between February and July.

I have attached a Sponsor Application for the Chester County Mac & Cheese Cookoff. For additional information, please call me at 484-885-6643 or email info@maccheesecookoff.com. We would really like to have you a part of our event!

Sincerely,



Autumn Katzenmoyer
Event Chair

501(c)3: CCCF FBO Jay Edge Scholarship Fund – EIN# 23-2773822; Rotary Club of Thorndale



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2017 SPONSOR APPLICATION – DUE MAY 5, 2017

Event: June 4, 2017 • 12pm – 4pm • Rain or Shine • 1,500+ visitors expected

SPONSORSHIP LEVELS

LEVELS	PRESENTING	KIDS CORNER	GRUYERE	JARLSBERG	CHEDDAR
Amount	\$3500	\$1500	\$750	\$500	\$250
Website & Tix	 / 	 / 	 / 	 / 	 / 
T-shirt & Ads	 / 	 / 	 / 	 / 	
Booth & List	 / 	 / 	 / 		
Facebook & PR	 / 	 / 			
Banner	 / 				

Website  & Tickets 	Company Name or Logo/Hyperlink on T-D Rotary Websites and 2 Event Tickets (All Levels)
T-shirt  & Emcee  Ads	Company Name on T-shirt and Minimum of 2 Commercial Tags by Emcee during event, Name on Event Materials, and 4 Event Tickets (\$500+)
Booth  & Mailing List  Voting Board 	One 10x10 Booth , Company Name/Logo on Voting Board , copy of mailing list from raffle entries and 6 Event Tickets (\$750+)
Facebook  & Judge 	Advertisement Weekly on Club's Facebook Pages (600+ followers) leading up to Event, Judge's Spot at Cookoff and 4 Event Tickets (\$1500+)
Banner  & Poster 	Company Logo on Transit Poster on Lancaster Ave (Across from Downingtown's Wegmans) for 1 month; Company Logo on Event Banner over Lancaster Avenue for 2 weeks; 8 Event Tickets (Presenting & Kids Corner)

Sponsor Contact Name _____

Company Name _____
(to appear in marketing materials)

Company Address _____

Sponsor Phone No. _____ Email Address _____

SELECT SPONSORSHIP LEVEL

\$3,500 - Presenting \$1,500 – Kids Corner \$750 – Gruyere Level \$500 - Jarlsberg Level \$250 – Contestants Oven

Sponsor Contact Signature ¹

¹ By signing this you hereby agree to indemnify and hold harmless the Rotary Club of Thorndale-Downingtown and its volunteers for all costs and expenses for any bodily injury or damages. We further waive all rights of subrogation against the Rotary Club of Thorndale and agree to name them additional insured on all liability policies. No Sponsor will be permitted without written consent to these terms.

Club Member Contact Name _____ Phone No. _____