

NATIONAL CEREAL FEST

2024 SPONSORSHIP OPPORTUNITIES

This signature festival highlights Battle Creek's heritage as the birthplace of the cereal industry and is a tradition that draws thousands of people from far and wide. Cereal Festival is family friendly and includes FREE breakfast, live music, entertainment, exciting children's activities, vendors, demos and much more.

ALL LEVELS

All sponsorship levels include Logo on Kellogg Arena website and social media post tags.

CONTACT

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Presenting (5) - \$6,000

- Complimentary Vendor Booth
- Listed on all Cereal Festival Press Material
- Logo on Kellogg Arena digital signage leading up to event
- Logo on Cereal Festival T-Shirts
- Social Media Event Tags
- Logo on outdoor digital Marquee Week of Event
- Banner inside Kellogg Arena for 12 months
- Logo on Cereal Stage Banner
- Logo on outdoor digital Marquee Day of Event
- Serving Tent with Logo - Ability to provide company volunteers or volunteers can be provided by Cereal Festival

Special Attractions - \$2,500

- Complimentary Vendor Booth
- Listed on all Cereal Festival Press Material
- Logo on Kellogg Arena digital signage leading up to event
- Logo on Cereal Festival T-Shirts
- Social Media Event Tags
- Logo on outdoor digital Marquee Week of Event
- Banner inside Kellogg Arena for 12 months

Festival Supporter - \$1,000

- Complimentary Vendor Booth
- Listed on all Cereal Festival Press Material
- Logo on Kellogg Arena digital signage leading up to event
- Logo on Cereal Festival T-Shirts

Volunteer Supporter - \$500

- Complimentary Vendor Booth
- Listed on all Cereal Festival Press Material

Table Sponsor - \$100

- Logo Sticker on Assigned Table