

# NATIONAL CEREAL FEST

## 2026 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
- 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

### 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