



It's the Sweetest Festival Around and in 2024, we are celebrating 10 sweet years! We are a continuously growing festival that provides something for everyone; from musical and kid's entertainment, to a car show; from local vendors to baking competitions and more, there is something for the entire family to enjoy. The WV Cupcake Festival brings in thousands from local and surrounding areas and across the state. Because we are celebrating our 10th anniversary this year, we hope to make it the biggest and best yet and to do that, we need your help.

Founded in 2014, the WV Cupcake Festival began as a small, one-day festival held at Valley Park in Hurricane, WV and has since grown into a three-day festival. Attendees visit our small town each year from all over the state and surrounding states to enjoy all the sweet festivities that our festival has to offer. This festival has also helped impact tourism in our local area as well as helping to boost sales and traffic in local businesses in the Putnam County area.

Our festival strives to focus on family and community while providing entertainment and things to do for everyone. The festival is free to attend with many free events to participate in. Because we do not have a gate fee, we rely heavily on support from businesses in our community to ensure the continued success of the event. In addition, we choose one or two children's charitable organizations to donate a portion of our proceeds to. This year, we have selected the Make-A-Wish Foundation as the recipient of the 2024 WV Cupcake Festival proceeds.

The 2024 festival dates are August 22-24. Enclosed are the sponsorship opportunities we have available. We hope that you will become part of our ever-growing festival and our Forever Cupcake Family. Please contact me with any questions or concerns at [wvcupcakefestival@hotmail.com](mailto:wvcupcakefestival@hotmail.com) or 304-389-8941

Thank you for your time and consideration!

Sincerely,  
Rita G Meadows – WV Cupcake Festival President  
WV Cupcake Festival  
PO Box 31  
Hurricane, WV 25526  
[www.wvcupcakefestival.com](http://www.wvcupcakefestival.com)

# Event Sponsorships

## **Musical Entertainment - \$10,000**

- Business/company banner will be hung from the main stage during the entirety of the festival
- Commemorative plaque honoring your sponsorship
- 4 24"x18" signs posted in premier locations at the festival
- Business/company logo featured on all marketing materials for the event
- Outdoor vendor space in our for your business/company
- Business/company logo and link on our website as well as promotion on social media throughout the year
- All other benefits listed for our top tier sponsorship package

All event sponsorships listed below will receive benefits from dollar coordinating package amounts, plus marketing materials placed specifically at the chosen event. For example, if you choose to sponsor the Cupcake Chase 5K, we will promote that our Cupcake Chase 5K sponsor is 'your company' on our social media and website and have prominent signing at that event.

## **Kid's Entertainment - \$2000**

### **Cupcake Chase 5K - \$2000**

### **Car Show - \$500**

### **Pupcake Pageant - \$300**

### **Art Contest - \$300**

### **Photography Contest - \$300**

### **Kid's Games - \$200**

### **Amateur Cupcake Competition - \$200**

### **Cupcake Eating Contest - \$200**

### **Quilt Show - \$200**

# Sponsorship Packages

## Gourmet Cupcake Sponsor - \$2000+

- Business/organization logo on any printed publications distributed as advertisement for the festival
- Commemorative plaque honoring your sponsorship
- 2 – 24"x18" signs posted in premier locations at the festival
- Outdoor vendor space for your business/organization
- Business/organization logo featured on festival t-shirts
- Business/organization name on level banner displayed during the festival
- Business/organization logo and link on our website
- Recognition on our Facebook page and 2024 Facebook event

## Mega Cupcake Sponsor - \$1000-\$1999

- Outdoor vendor space for your business/organization
- 2 – 24"x18" signs posted in premier locations at the festival
- Business/organization logo on festival t-shirts
- Business/organization name on level banner displayed during the festival
- Business/organization logo and link on our website
- Recognition on our Facebook page and 2024 Facebook event

## Jumbo Cupcake Sponsor - \$500-\$999

- Business name listed on festival shirt
- 1 – 24"x18" sign posted at the festival
- Business/organization name on level banner displayed during the festival
- Business/organization logo and link on our website
- Recognition on our Facebook page and 2024 Facebook event

## Classic Cupcake Sponsor - \$300-\$499

- 1 – 24"x18" sign posted at the festival
- Business/organization name on level banner displayed during the festival
- Business/organization logo and link on our website
- Recognition on our Facebook page and 2024 Facebook event

## Mini Cupcake Sponsor - \$200-\$299

- Business/organization name on level banner displayed during the festival
- Business/organization logo and link on our website
- Recognition on our Facebook page and 2024 Facebook event

## In-Kind Donations or Monetary Donations Less Than \$200

- Recognition on our Facebook page and 2024 Facebook event

NOTE: Sponsorship applications must be received by **July 26, 2024** to receive all benefits listed above. We can accept sponsorships after the deadline; however, we cannot guarantee all benefits for the level you wish to sponsor due to ordering of banners, signs, t-shirts, etc.



**WV Cupcake Festival**

**Sponsorship Commitment Form**

Return via Email: [wvcupcakefestival@hotmail.com](mailto:wvcupcakefestival@hotmail.com)

Return by Mail: PO Box 31, Hurricane, WV 25526

Sponsor Name (how you would like it on publications, etc)	
Contact Name	
Address	
City, State, Zip Code	
Phone	
Email	
Website and/or Facebook page	

**Please email your logo you wish for us to use for marketing materials, publications, our website and social media to [wvcupcakefestival@hotmail.com](mailto:wvcupcakefestival@hotmail.com).**

**Event Sponsorship**

\_\_\_\_\_ Musical Entertainment (\$10,000)

\_\_\_\_\_ Kid's Games (\$200)

\_\_\_\_\_ Kid's Entertainment (\$2000)

\_\_\_\_\_ Amateur Cupcake Comp (\$200)

\_\_\_\_\_ Cupcake Chase 5K (\$2000)

\_\_\_\_\_ Cupcake Eating Contest (\$200)

\_\_\_\_\_ Car Show (\$500)

\_\_\_\_\_ Quilt Show (\$200)

\_\_\_\_\_ Pupcake Pageant (\$300)

\_\_\_\_\_ Art Contest (\$300)

\_\_\_\_\_ Photography Contest (\$300)

## Sponsorship Level

\_\_\_\_\_ Gourmet Cupcake Sponsor (\$2000)

We are unable to commit to a sponsorship level, but wish to contribute \$\_\_\_\_\_

\_\_\_\_\_ Mega Cupcake Sponsor (\$1000)

\_\_\_\_\_ Jumbo Cupcake Sponsor (\$500)

Please make checks payable to:  
**WV Cupcake Festival**

\_\_\_\_\_ Classic Cupcake Sponsor (\$300)

\_\_\_\_\_ Mini Cupcake Sponsor (\$200)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

Thank you for your support!

West Virginia Cupcake Festival, Inc is a 501(c)(3) non-profit organization (TAX ID 86-1949725). Donations are tax deductible as provided by law. Please keep a copy of this form for your records. A receipt is available upon request.

\*\*\*If the event is canceled for any reason, sponsorship funds will be donated to the charitable organizations listed in the opening letter of this packet. We will honor as many benefits as possible through social media posts and our website for 2024