



# WV CUPCAKE FESTIVAL

## SPONSORSHIP PROPOSAL

# ABOUT THE FESTIVAL

The WV Cupcake Festival is a family oriented festival that offers a variety of free activities for the community to enjoy. From live entertainment and kid's activities to local vendors and baking contests, there is something for everyone to enjoy no matter your age or interests.



**10K+**  
Attendees

**0-99**  
All Ages

**3**  
Days of Fun

**600K+**  
Impressions





## WHY BECOME INVOLVED?

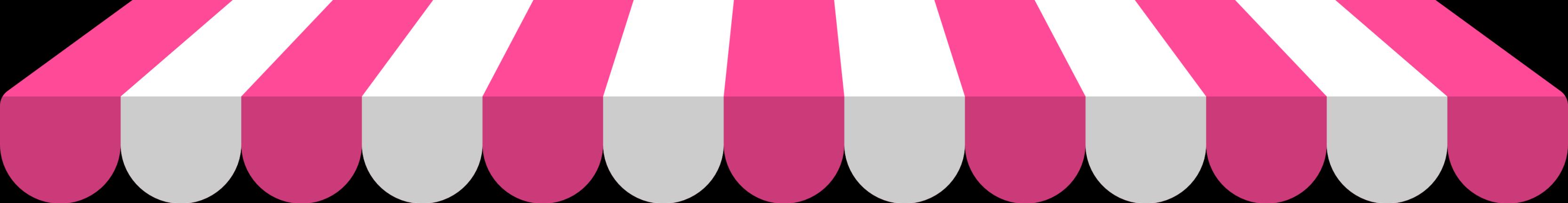


Our festival is free to attend, allowing everyone in the community the opportunity to enjoy many activities with their family and friends including; live entertainment, kid's activities and entertainment, and spending time together.

The festival grows each and every year. In 2025, over 10,000 attendees gathered to enjoy everything the festival has to offer. Attendees are not only local, but many travel to the festival from all over the state of West Virginia as well as from other states.

The WV Cupcake Festival also supports local children's charitable organizations right here in our state by donating proceeds from vendor fees, the Cupcake Chase 5K, contest and competition fees, and donations to these local organizations; adding to the over \$60,000 we have donated.

The festival supports local businesses, arts, heritage and culture while creating new traditions and opportunities for entrepreneurs, artists, musicians, kid's, bakers, and more from our own community and state.



# SPONSORSHIP LEVELS

**Baker's Dozen Elite**  
\$10,000+

**Elite Cupcake**  
\$5,000-\$9,999

**Gourmet Cupcake**  
\$2,000-\$4,999

**Mega Cupcake**  
\$1,000-\$1,999



**Jumbo Cupcake**  
\$500-\$999

**Classic Cupcake**  
\$300-\$499

**Mini Cupcake**  
\$200-\$299



## **Baker's Dozen Elite Sponsor**

**\$10,000+**

- Company/organization banner will be placed at the entrance of the main parking lot during the entirety of the festival
- A double-sided field sign will be placed on a field at Valley Park for the year (from time of sponsorship payment until end of 2027)
- Company/organization logo included on all printed publications distributed as advertisement for the festival
- Commemorative plaque honoring your sponsorship
- Outdoor vendor space at the festival for your company/organization
- Company/organization logo featured on festival t-shirts
- 4 - 24"x18" signs posted in premier locations at the festival
- Company/organization logo on level banner displayed during the festival
- Company/organization logo on a rotating slideshow inside the Conference Center throughout the festival weekend
- Company/organization logo and link on our website as well as promotion on our social media channels throughout the year



## Elite Cupcake

\$5,000-\$9,999

- A single-sided field sign will be placed on a field at Valley Park for the year (from time of sponsorship payment until end of 2027)
- Company/organization logo included on all printed publications distributed as advertisement for the festival
- Commemorative plaque honoring your sponsorship
- Outdoor vendor space at the festival for your company/organization
- Company/organization logo featured on festival t-shirts
- 2 - 24"x18" signs posted in premier locations at the festival
- Company/organization logo on level banner displayed during the festival
- Company/organization logo on a rotating slideshow inside the Conference Center throughout the festival weekend
- Company/organization logo and link on our website as well as promotion on our social media channels



## **Gourmet Cupcake**

**\$2,000-\$4,999**

- Company/organization logo included on all printed publications distributed as advertisement for the festival
- Commemorative plaque honoring your sponsorship
- Outdoor vendor space at the festival for your company/organization
- Company/organization logo on festival t-shirts
- 2 - 24"x18" signs posted in premier locations at the festival
- Company/organization logo on level banner displayed during the festival
- Company/organization logo on a rotating slideshow inside the Conference Center throughout the festival weekend
- Company/organization logo and link on our website as well as promotion on social media channels



## Mega Cupcake

\$1,000-\$1,999

- Outdoor vendor space at the festival for your company/organization
- Company/organization logo on festival t-shirts
- 2 - 24"x18" signs posted in premier locations at the festival
- Company/organization logo on level banner displayed during the festival
- Company/organization logo on a rotating slideshow inside the Conference Center throughout the festival weekend
- Company/organization logo and link on our website as well as promotion on social media channels



## **Jumbo Cupcake**

**\$500-\$999**

- Company/organization listed on festival t-shirts
- 1 - 24"x18" signs posted in premier locations at the festival
- Company/organization logo on level banner displayed during the festival
- Company/organization logo on a rotating slideshow inside the Conference Center throughout the festival weekend
- Company/organization logo and link on our website as well as promotion on social media channels



## Classic Cupcake

\$300-\$499

- 1 - 24"x18" signs posted in premier locations at the festival
- Company/organization logo on level banner displayed during the festival
- Company/organization logo on a rotating slideshow inside the Conference Center throughout the festival weekend
- Company/organization logo and link on our website as well as promotion on social media channels



## Mini Cupcake

\$200-\$299

- Company/organization name on level banner displayed during the festival
- Company/organization name on a rotating slideshow inside the Conference Center throughout the festival weekend
- Company/organization recognition on our social media channels

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

- Recognition on our social media channels

# CONTACT US



## Email

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## Phone

304-389-8941



## Website

[www.wvcupcakefestival.com](http://www.wvcupcakefestival.com)



## Facebook

[www.facebook.com/HurricaneCupcakeFestival](http://www.facebook.com/HurricaneCupcakeFestival)

