

JOIN US FOR THE 1ST IN OMAHA!

*Coffee &*  
**DONUT**  
FESTIVAL  
OMAHA

SATURDAY, OCTOBER 14, 2017 8AM - 4PM



**SPONSORSHIP PACKET**

[WWW.COFFEEDONUTFEST.COM](http://WWW.COFFEEDONUTFEST.COM) // [OMAHA@COFFEEDONUTFEST.COM](mailto:OMAHA@COFFEEDONUTFEST.COM)



## FESTIVAL OVERVIEW

**Coffee & Donut Festival Omaha** where all the fried, sugary dough perfections meet the smooth roasted brews. Enjoy all things coffee and donuts!

Venture through themed coffee lounges as you sip your coffee or adult beverage. Get a taste of the best donuts in the Omaha area from some of the most famous donut shops & bakeries as well as some hidden gems you may not have heard of!

Live bands will perform throughout the day on two stages!

If you love to compete feel free to win a game of bags or jenga. Oh! And make sure to enter the donut eating contest or your chance to be crowned Donut Queen! ...how about Jelly Donut Wrestling?!?

There will be plenty of photo opportunities with Mr. Donut & other fun photo experiences. Kids activities include donut decorating, face painting, sprinkle painted nails, and much more! {See festival highlights on next page!}

## TICKETS

### General Admission \$16

- 10:00am or later entry
- \$3 in Donut Dollars to spend at event
- Goodie Bag (free stuff, swag & local deals)

### VIP \$36

- Early Entry at 8:00am to 10:00am
- \$5 in Donut Dollars to spend at event
- Goodie Bag (free stuff, swag & local deals)
- Commemorative Coffee Mug
- Coffee Donut Fest T-shirt

### General Admission Plus \$26

- 10:00am or later entry
- \$4 in Donut Dollars to spend at event
- Goodie Bag (free stuff, swag & local deals)
- Commemorative Coffee Mug

### Children Ages 6-12 \$5

- Entrance to Festival

### Children 5 & Under FREE





## EVENT FEATURES & HIGHLIGHTS

### DONUT QUEEN CONTEST

A two round competition to be voted Donut Queen! First round is online voting based on a creative photo. Second round, a live talent competition at the festival to be voted on by a panel of qualified judges according to creativity and a perceived love for donuts!



### DONUT EATING CONTEST

Love a warm, sugary, delicious donut? Why stop at one? The Coffee & Donut Festival Donut Eating Competition will challenge visitors to devour as many donuts as they can in three minutes. Up for the challenge??



### JELLY DONUT WRESTLING!

How could not want to hold the title?!



### BEST COFFEE / DONUT COMPETITION

Local coffee & doughnut companies have the opportunity to enter their best sugary perfection into the Best Coffee & Best Donut Contest to be voted on at the festival. There will be two votes, the "Judges Favorite" and "People's Choice".

### OTHER HIGHLIGHTS & ACTIVITIES

- Live Host - Comedian Josh Novey!
- *Clash of the Comics | Omaha Funny Bone (Winner)*
- Live Music on 2 Stages
- Free Coffee for a Year Giveaway
- Free Donuts for a Year Giveaway
- Photobooth + Mr Donut Pictures
- Free Face Painting
- Themed Coffee Lounges
- Donut Decorating for Kids
- Dunk Tank & Kick Darts
- Life Size Games & Board Games
- Door Prizes and Raffle Drawing
- Goodie Bags, Mugs, Tees, & More!





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## AUDIENCE

Coverage & Impressions: As of 9/13/17



INSIGHTS SINCE 06/23/2017

**447K Reached**  
+7.3k this week



**21K Viewed**  
+471 this week



**13K Responded**  
+298 this week



Guests

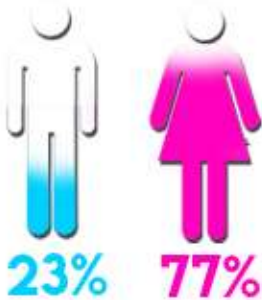
INTERESTED (11663)

GOING (1272)

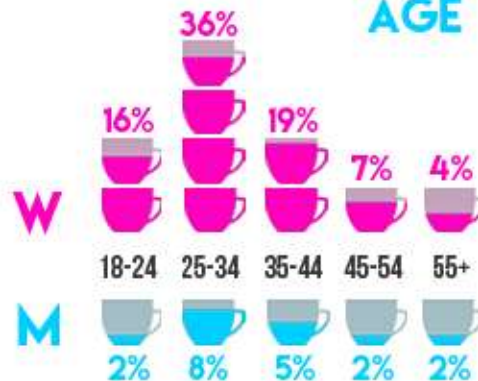
INVITED (804)

Demographics: As of 8/28/17

### GENDER



### AGE



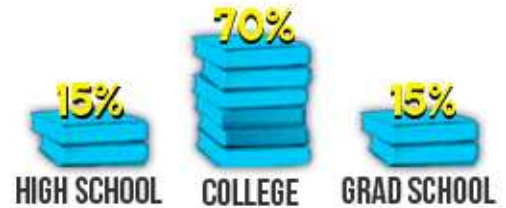
### RELATIONSHIPS



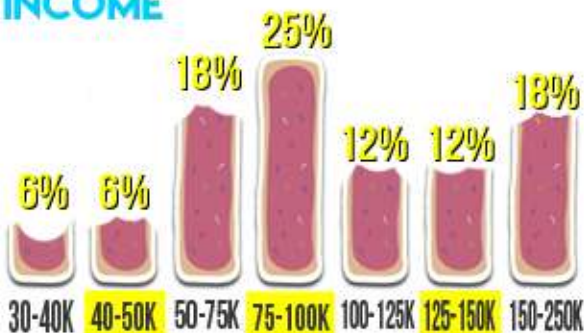
### HOME OWNERSHIP



### EDUCATION LEVEL



### INCOME



### Purchase Behavior

US consumer behavior based on purchase activity. Source: Datalogix, Epsilon and Acxiom

Category	Selected Audience
Health and beauty	40%
Food and drink	90%
Home and garden	15%
Clothing	50%
Sports and outdoors	25%
Subscription services	50%
Household products	25%
Pet products	25%



## EVENT PROMOTION

The Coffee & Donut Festival Omaha is being aggressively marketed throughout Omaha and the surrounding areas within a 100 mile radius. Marketing in part is being done by the event creators marketing company as well as media partners. Marketing campaigns include several forms of media including; print, radio, internet, social media contests, posters in stores, email, and fliers distributed by coffee shop drive thrus in Omaha & Lincoln areas.

Coffee & Donut Festival has partnered with several local businesses to increase exposure including our most recent media partners:



## SPONSOR BENEFITS

- Great access to one of the most sought after demographics...  
{The 25-34 yr old, educated, married, female homeowner with income of 75-100k}
- Reach a large audience with repeated impressions. Sponsors will appear on the event's social media, t-shirts, and in all promotional materials, including the official festival website.
- A unique opportunity to engage with people. *Event attendees pay to attend and are a receptive audience* that will take the time to look and listen about your products or services.
- Develop loyalty with new customers. People love their coffee and sweets, and *coffee lovers have a loyalty about them*. Sponsors & exhibitors have a great chance to capture that loyalty.
- Demonstrate, sample or test market your product. Receive instant responses about your products and/or services from attendees.
- Show your company's commitment to the community. The event offers a great way for you to show your commitment to the residents of the Omaha area.
- Help promote community outreach. The event provides a unique opportunity for the community of Omaha to come together in a fun, family friendly way.





# Coffee & DONUT FESTIVAL OMAHA

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## COMMUNITY SUPPORT

Coffee & Donut Fest Omaha is dedicated to supporting our local communities and is proud to have a portion of our proceeds support local charities.

*Your support of the Coffee & Donut Festival Omaha 2017 will benefit the following charities:*



To Be  
Decided by  
VIP Sponsor



Recommended  
by Attendees

## PREVIOUS SPONSORS





## SPONSORSHIP PACKAGES

### Title Sponsorship: \$10,000

- Name added to event title as presenting sponsor
- Name on front page of Mobile App and any other areas where logos are present
- Name announced on radio ads
- Full page or 2 half page ads in festival guides
- Logo on all festival marketing materials including event flyers, posters, ads, social media posts, and other Promotional items related to festival
- Opportunity to make welcoming comments at event
- Recognition at main event entrances, mainstage, entertainment stage, and throughout venue.
- Press releases announcing and promoting title sponsorship
- Name/logo on event website with option of linking to your own site for duration of event
- Recognition in Coffee & Donut Festival Pre-promotional Event Related videos
- Large logo included on top of First Annual Coffee & Donut Festival T-shirts
- Logo included on event program
- Full page Ad in event program
- Promotional booth space (20x20) at the event
- Ability to provide up to 5 Banners to be posted throughout the event
- Ability to provide event goodie bags with logo added to be handed out to VIP and GA Plus attendees
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Two complimentary VIP Parking Passes
- Complimentary Tickets (20 VIP Tickets)
- Opportunity** to name 1 of 3 charities that will receive part of the proceeds of the festival.

*\*Limited to two (2) Sponsors  
One Business & One Media Sponsor*

### VIP Sponsorship: \$5,000

- Name on front page of Mobile App and any other areas where logos are present
- Name announced on radio ads
- 1 half page ad in festival guides
- Logo on all festival marketing materials including event flyers, posters, ads, social media posts, and other Promotional items related to festival
- Name recognized from state during welcome
- Recognition at main event entrance & stage
- Name included in press releases
- Name/logo on event website with option of linking to your own site for duration of event
- Recognition in Coffee & Donut Festival Pre-promotional Event Related videos
- 2<sup>nd</sup> largest logo included on top of First Annual Coffee & Donut Festival T-shirts
- Logo included on event program
- Half page ad in event program
- Promotional booth space (10x20) at the event
- Ability to provide up to 3 Banners to be posted throughout the event
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (10 VIP Tickets)

*\*Limited to two (4) Sponsors  
Two Businesses & Two Media Sponsors*



## SPONSORSHIP PACKAGES CONTINUED...

### Main Stage Presenting Sponsor: \$3500

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App
- Presenting Sponsor of Main Stage – Name added to title
- Recognition at main event entrance & main stage
- Opportunity to make welcoming announcements at event
- Ability to post a large banner on Main Stage area
- Name recognized from the main stage throughout the day
- Promotional Booth Space (10x10) at the Festival
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (5 VIP & 5 GA)
- Logo included on festival T-Shirts
- Name included in event press releases

*\*Limited to one (1) Sponsor*

### Donut Queen Contest Sponsor: \$2500

The Donut Queen & Coffee King will both be crowned on the Main Stage. 2017 Winners will return in 2018 to crown the next Queen & King. Voting for contestants will take place on social media and our website leading up to the festival. Final contestants will provide a 2 minute talent show which will be performed the day of the festival.

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App
- Promotional Booth Space (10x10) at the Festival
- Name announced on radio ads to promote contest
- Recognition from Main Stage
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (5 VIP & 5 GA)
- Logo included on festival T-Shirts
- Name included in event press releases
- Ability to provide contest judges
- Sponsor to provide contest prizes for each winner and runners up (Suggested Value: \$50)
- Ability to provide 1 banner to hang in the corridor
- Name listed on other CDF banners that may hang in different areas at festival

*\*Limited to one (1) Sponsor*

### Donut Eating Contest \$2500

We will have 8 contestants per age bracket (8 & under, 9-14, 14+). Winner chosen based on judges final decision.

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App
- Promotional Booth Space (10x10) at the Festival
- Name announced on Cumulus Media radio ads as Contest Sponsor
- Recognition from Main Stage
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (5 VIP & 5 GA)
- Logo included on festival T-Shirts
- Name included in event press releases
- Ability to have contestants wear sponsors t-shirts during contest
- Ability to provide contest judges
- Ability to provide banner which will go on front of tables on the main stage during eating contest
- Sponsor to provide donuts for competition
- Sponsor to provide contest prizes for each winner and runners up (Suggested Value: \$50)
- Ability to provide 1 banner to hang in the corridor
- Name listed on other CDF banners that may hang in different areas at festival

*\*Limited to one (1) Sponsor*



## SPONSORSHIP PACKAGES CONTINUED...

### T-shirt Partner: \$2500

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App logo on all festival marketing materials including event flyers, posters, ads, social media posts, and other
- Promotional Booth Space (10x10) at the Festival
- Name recognized from stage during welcoming comments
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (5 VIP & 5 GA)
- Logo included on festival T-Shirts
- Name included in event press releases
- Ability to provide 1 banner to hang in the corridor
- Name listed on other CDF banners that may hang in different areas at festival

*\*Limited to two (2) Sponsors*

### Jelly Donut Wrestling Sponsor: \$2500

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App
- Presenting Sponsor of Jelly Donut Wrestling Rink – Name added to title where advertised
- Recognition at main event entrance & main stage
- Opportunity to make welcoming announcements at Jelly Donut Wrestling start time.
- Ability to post banner in exhibit hall & Jelly Donut Wrestling Rink
- Name recognized from the main stage throughout the day
- Promotional Booth Space (10x10) at the Festival
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival DSM
- Complimentary Tickets (5 VIP & 5 GA)
- Logo included on festival T-Shirts
- Name included in event press releases

*\*Limited to two (2) Sponsors*

### Mug Sponsor: \$2500

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App
- Logo on all mugs which go to the VIP Ticket holders
- Logo on all festival marketing materials including event flyers, posters, ads, social media posts, and other
- Promotional Booth Space (10x10) at the Festival
- Name recognized from stage during welcoming comments
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (5 VIP & 5 GA)
- Logo included on festival T-Shirts
- Name included in event press releases
- Ability to provide 1 banner to hang in the corridor
- Name listed on other CDF banners that may hang in different areas at festival

*\*Limited to two (2) Sponsors*





## SPONSORSHIP PACKAGES CONTINUED...

### Coffee for a Year Sponsor: \$2500

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App for giveaway
- Name mentioned on Radio ads promoting ability to win coffee for a year
- Promotional Booth Space (10x10) at the Festival
- Recognition from Stage
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival DSM
- Sponsor to provide Coffee for 1 Year for 1 person
- Complimentary Tickets (5 VIP & 5 GA)
- Logo included on festival T-Shirts
- Name included in event press releases
- Ability to provide 1 banner to hang in the corridor
- Name listed on other CDF banners that may hang in different areas at festival

*\*Limited to two (2) Sponsors*

### Donuts for a Year Sponsor: \$2500

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App for giveaway
- Name mentioned on Radio ads promoting ability to win donuts for a year!
- Promotional Booth Space (10x10) at the Festival
- Recognition from Stage
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Sponsor to provide Donuts for a Year for 1 person
- Complimentary Tickets (5 VIP & 5 GA)
- Logo included on festival T-Shirts
- Name included in event press releases
- Ability to provide 1 banner to hang in the corridor
- Name listed on other CDF banners that may hang in different areas at festival

*\*Limited to two (2) Sponsors*

### Entertainment Stage Sponsor: \$1500

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App
- Presenting Sponsor of Entertainment Stage – Name added to title
- Recognition at main event entrance and entertainment stage
- Ability to post up to 2 banners in the Entertainment Stage area
- Name recognized from the entertainment stage throughout the day
- Promotional Booth Space (10x10) at the Festival
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (3 VIP & 3 GA)
- Logo included on festival T-Shirts
- Name included in event press releases

*\*Limited to four (4) Sponsors*

### Door Prize Sponsor: \$1500

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App
- Recognition at main event entrance
- Recognized from stage when door prizes are awarded
- Ability to post a banner at ticket door prize table
- Promotional Booth Space (10x10) at the Festival
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (3 VIP & 3 GA)
- Logo included on festival T-Shirts
- Name included in event press releases
- Ability to provide 1 banner to hang in the corridor
- Name listed on other CDF banners that may hang in different areas at festival

*\*Limited to two (2) Sponsors*



## SPONSORSHIP PACKAGES CONTINUED...

### Themed Coffee Lounge: \$1000

We will have a themed coffee lounges throughout the event areas where people can hang out, sit on couches, enjoy each others company and the tunes from the stages.

- Name listed as Event Sponsor in Festival Guide
- Name listed as Event Sponsor in Mobile App
- Recognition at main event entrances and themed lounge
- Ability to post a banner in the themed lounge and add some company flair
- Promotional Booth Space (10x10) at the Festival
- Recognition from Stage
- Name listed in any promotional email newsletters sent out for the Coffee & Donut Festival Omaha
- Complimentary Tickets (3 VIP & 3 GA)
- Logo included on festival T-Shirts
- Name included in event press releases
- Ability to provide 1 banner to hang in the corridor
- Name listed on other CDF banners that may hang in different areas at the festival

*\*Limited to six (6) Sponsors*

### Game Area Sponsor \$750

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App
- Promotional Booth Space (10x10)
- Recognition from Stage
- Logo included on festival T-Shirts
- Ability to post 1 banner in Game Area
- Name listed on website
- Logo included on festival T-Shirts
- Complimentary Tickets (2 VIP)

*\*Limited to two (2) Sponsors*

### Goodie Bag Sponsor \$750

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App
- Promotional Booth Space (10x10) at the Festival
- Logo printed on all goodie bags
- Recognition from Stage
- Ability to post 1 banner in the corridor
- Logo included on festival T-Shirts
- Complimentary Tickets (2 VIP)

*\*Limited to four (4) Sponsors*

### Bar/Satellite Bar Sponsor \$750

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App
- Promotional Booth Space (10x10)
- Recognition from Stage
- Ability to post 1 banner in the bar area and 1 banner on a Satellite Bar during festival
- Name listed on website
- Logo included on festival T-Shirts
- Complimentary Tickets (2 VIP)

*\*Limited to two (2) Sponsors*

### Dunk Tank Sponsor \$750

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App
- Promotional Booth Space (10x10)
- Promo & recognition from stage
- Ability to post banner on dunk tank area
- Name listed on website
- Logo included on festival T-Shirts
- Complimentary Tickets (2 VIP)

*\*Limited to one (1) Sponsor*



## SPONSORSHIP PACKAGES CONTINUED...

### Charging Stations Sponsor \$500

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App
- Promotional Booth Space (10x10)
- Recognition from Stage
- Logo included on festival T-Shirts
- Provide up to 3 charging stations at the event
- Name/banners on charging stations
- Name listed on website
- Logo included on festival T-Shirts
- Complimentary Tickets (2 VIP)

*\*Limited to one (1) Sponsor*

### Ticket Stub Sponsor \$500

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App
- Promotional Booth Space (10x10) at Festival
- Logo or a coupon printed on ticket stubs
- Ability to post 1 banner in the corridor
- Logo included on festival T-Shirts
- Complimentary Tickets (2 VIP)

*\*Limited to two (2) Sponsors or can be exclusive for one sponsor at \$1,000 sponsorship. First come, first serve for availability.*

### Cream & Sugar Stations Sponsor \$350

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App
- Name/banners on 4 cream/sugar stations
- Name listed on website
- Logo included on festival T-Shirts
- Complimentary Tickets (2 VIP)

*\*Limited to two (2) Sponsors*

### Coffee & Donut Supporter \$250

- Name listed as Event Sponsor in Festival Guide
- Name listed on Mobile App
- Ability to post 1 banner at the event
- Name listed on website
- Logo included on festival T-Shirts
- Complimentary Tickets (2 VIP)



The Coffee & Donut Festival offers sponsorship opportunities at many price points aimed to help you connect with the attendees and succeed. We are always open to customizing any package to better suit your needs.

We're dedicated to working hard to provide a successful event to celebrate your company's contribution to the coffee and doughnut industries as well as the Omaha community. ~ Thank you in advance!

*Tim & Meg Ryan*