



SPONSORSHIP OPPORTUNITIES

National Mustard Day

The World's Biggest Celebration of the King of Condiments.

SATURDAY, AUGUST 3, 2024

10 AM - 4 PM



www.mustardmuseum.org



7477 Hubbard Ave,
Middleton, WI 53562



curator@mustardmuseum.org



About The Event

Each year on the first Saturday in August, the National Mustard Museum paints the town yellow. Since the very first Mustard Day celebration in Mount Horeb, Wisconsin, back in 1991, the Mustard Museum has hosted this golden annual event. That first event occupied about three parking stalls in front of the original museum. Now, we close streets in Downtown Middleton where thousands gather every year for this engaging street festival aimed at bringing the community together and educating and immersing attendees in the wonderful world of Mustard. National Mustard Day celebrates this versatile condiment with live music, mustard-loving foods, games, and mustard tastings & education for people of all ages! Your support is vital to making National Mustard Day another rousing success. With a variety of sponsorship opportunities, we hope you will consider contributing to the 2024 National Mustard Day event!

Why Sponsor?

Be "ingrained" in the world of marvelous mustard mania! Gain extensive exposure through diverse promotional channels, including social media, event signage, and digital marketing. Your logo and messaging will be prominently displayed, ensuring maximum visibility among attendees and online audiences. Your brand will be in the mental forefront of thousands of mustard enthusiasts as they celebrate and engage with various activities throughout the event.

Levels and Benefits

EXOTIC (\$5,000)

- Mention on stage at Mustard Day
- Social Media recognition (multiple)
- Large logo on official Mustard Day website
- Large logo on official Mustard Day poster & on all Mustard Day marketing materials
- Banner hung on or near Main Stage & Kids' Stage

DIJON (\$2,500)

- Mention on stage
- Social Media recognition
- Medium logo on website
- Medium logo on poster
- Banner hung on or near Main Stage and Kids' Stage

WHOLE SEED (\$1,000)

- Mention on stage
- Social Media recognition
- Small logo website
- Small logo on poster
- Sponsor a Mustard Day Games or Activity*

*Note: If selected, your company is encouraged to provide the prizes for this game (can be promotional) and send volunteers to help the day of. Not required, but strongly encouraged!

DELI-BROWN (\$500)

- Mention on stage
- Social Media Recognition
- Name on official website
- Banner recognition at Mustard Day

AMERICAN YELLOW (\$250)

- Mention on stage
- Social Media recognition

National Mustard Day Sponsorship

SPONSORSHIP TYPE

- | | |
|---|--|
| <input type="checkbox"/> Exotic \$5000 (tax deductible) | <input type="checkbox"/> Deli-Brown \$500 (tax deductible) |
| <input type="checkbox"/> Dijon \$2,500 (tax deductible) | <input type="checkbox"/> American Yellow \$250 (tax deductible) |
| <input type="checkbox"/> Whole Seed \$1000 (tax deductible) | <input type="checkbox"/> I would like to make a tax-deductible donation at a different level in the amount of: _____ |

SPONSOR PAYMENT INFORMATION

Your Name: _____ Title: _____

Company: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Telephone: _____

Name (as you would like it to appear): _____

- Please invoice me
- Check enclosed (made payable to National Mustard Museum)
- Please charge my:
- VISA MasterCard Discover American Express

Name on card: _____ Card Number: _____

Exp. Date: _____ CVV (3-Digit Code): _____

Please mail the completed form and payment to the National Mustard Museum,
7477 Hubbard Ave, Middleton, WI 53562 before June 1st, 2024.

For more information, don't hesitate to get in touch with Barry Levenson at
curator@mustardmuseum.org.

DEADLINES

*To be included in all applicable National Mustard Day marketing material, please send a PNG version of your company's logo to marketing@mustardmuseum.org before July 1st 2024