



2021 Sponsor Info Sheet

A scavenger hunt and adventure designed for exploring Vermont's outdoor environment, history, and its cheeses!

WITH DATES IN JULY-OCTOBER 2021

www.vtcheese.com/hunt



Why Sponsor The Hunt??

Join the team that helps create this uniquely Vermont branded experience! The Hunt is a scavenger hunt adventure that prompts participants to explore the state's outdoor environment, its history, unique spaces and features, and – of course – it's cheese!

How it works. We divide Vermont into six regions and create a Hunt Clue Packet (i.e. things to do and find) for each region. Each Hunt Clue Packet has instructions on what one needs to do to complete it. What are the clues like? They vary. One might have you exploring a local walking trail or cycling through a valley; another might have you picnicking in an apple orchard; another may have your visiting landmarks in the area. For anyone who completes The Hunt, we enter them into our random winner draw - which includes winning cheese!

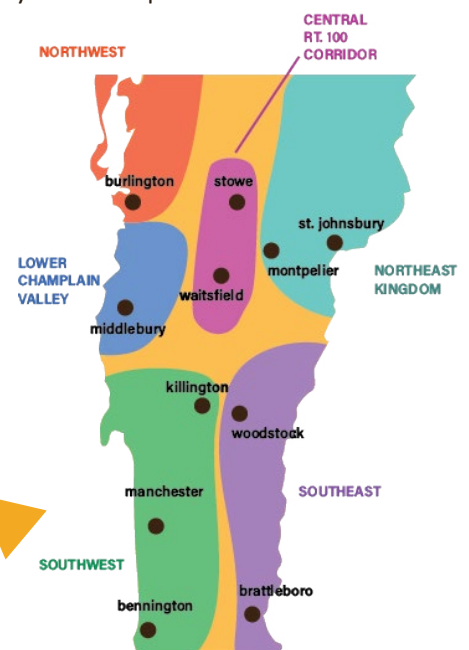
Many people use The Hunt to guide their travels/adventures around the state. We were told in 2020 by lodging providers, travel hosts, and individuals visiting the Vermont that they used The Hunt's clue packets as a "travel guide" of sorts – to help them find things to do and places to explore. While 180+ Hunts were "completed" in 2020, our clue packet downloads page was visited 1900+ times – getting lots of use beyond those who used the event to register for a prize! And - we already have folks from out of state reaching out and asking when we will have this years' clue packets available!



We create clue packets that provided participants with 9-10 clues in six different regions of Vermont. To "finish" a clue packet, participants had to complete 5 clues and upload their answers through our event website.

"SO. MUCH. FUN!!"

"Loved it!!!"





Over 20% of our participants provided us with feedback on The Hunt. Every single one said they would do the event again. Every single one said they would recommend it to a friend.

SPONSORSHIP OPPORTUNITIES

WE WILL BEGIN RADIO ADVERTISING FOR THE HUNT IN THE NEW YORK, BOSTON, AND VERMONT AREAS IN MID-MAY. TO HAVE YOUR SPONSORSHIP RECOGNIZED ON OUR WEBSITE BY THAT TIME, WE RECOMMEND SPONSOR COMMITMENTS BE MADE AND THAT YOU SEND US YOUR ORGANIZATION'S LOGO BY MAY 7TH, THOUGH WE WILL ACCEPT COMMITMENTS UP UNTIL MAY 31.

GOLD LEVEL \$4000

Comes with:

- Logo on promotional postcard, which will be shared with lodging providers, retailers, visitor centers, etc.
- Logo in clue packets
- Logo prominently displayed on the event website, linked back to your own website
- Recognition/link to your website in at least 6 event communications (newsletters, social media, etc.)
- Ability to include up to 1 approved promotional items (example: discounts/marketing reach) in our attendees digital swag bag, which will go to all who complete The Hunt

SILVER LEVEL \$2000

Comes with:

- Logo prominently displayed on the event website, linked back to your own website
- Recognition/link to your website in at least 3 event communications (newsletters, social media, etc.)
- Ability to include up to 1 approved promotional items (example: discounts/marketing reach) in our attendees digital swag bag, which will go to all who complete The Hunt

SUPPORTER \$200

This level helps provide a way for smaller businesses to lend their support to The Hunt and the artisan cheese industry as a whole.

Comes with:

- Your name listed on event website sponsor area, with a link to your own business website.

We know we have lots of support, even from folks with a smaller budget!

IF INTERESTED, PLEASE CONTACT MARTY MUNDY AT MARTY@VTCHEESE.COM

