

April 7, 2022



We are pleased to announce the Maine Cheese Festival will return to Manson Park in Pittsfield, Maine on Sunday, September 11, 2022! This annual showcase of the best Maine artisan cheeses encourages attendees to taste and explore the vast array of superb Maine cheeses crafted from cow, goat, water buffalo and sheep milk. This is the largest gathering of cheese makers in the state and a great opportunity to learn about the craft right from the makers. The festivities will include an expanded Maine beer and wine garden, food trucks featuring dishes with Maine cheese, Maine artisan food vendors, educational food demonstrations, and a dedicated stage for live music. Live animals will be returning to the delight of many attendees! The day will end with the exciting announcements of the winners of the 2nd Annual Maine Cheese Competition and Awards. The award ceremony will be live streamed from the music stage.

The Maine Cheese Festival has grown into one of Maine's most popular food-centric events! We anticipate welcoming 1600 attendees this year, and reaching many more via our social media programming. During our last Festival in 2021, through Facebook alone, we reached over 280K people and had engagement from over 10,000 including responses and clicks leading up to the festival. We would love for you to be a part of supporting Maine cheese!

Each year, the generous sponsorships of local businesses and organizations like yours make this highly anticipated celebration possible. As a sponsor, your name and involvement will be publicized throughout the event, on our event website and through all media (social and otherwise) leading up to the festival.

2022 Maine Cheese Festival Sponsorship opportunities are as follows:

- Platinum Level - \$5,000 Your logo printed on insulated lunch bags which will be handed out all guests entering the festival
- Gold Level - \$2,500 Your logo featured on a half page of the printed booklet handed to everyone entering the festival or virtual/ QR code sponsorship
- Silver Level - \$1,000 Sponsor one of three areas of the festival: The Maine beer/wine garden, the music stage, or the demonstration & workshop tent(already secured)
- Cheesemaker Sponsor -\$500 Sponsor cheesemaker booths and help more creameries attend.

All sponsors will also receive these benefits:

- Signage thanking all our sponsors at the Ticketing/entrance gate
- Mentioned between sets at the music tent throughout event
- Logo featured with link on festival webpage
- Free passes for the festival (10 for Platinum, 6 for Gold, 4 for Silver level)
- Social media mentions and thank you's!

-Listed as a supporting partner of the Maine Cheese Guild, with a spot on the rotating banner ad on the Maine Cheese Guild's home page throughout 2022.

Platinum and Gold level sponsors will also have their logos featured on festival posters and postcards distributed throughout the state.

We hope you will join us and witness the "power of cheese" that brings so many together to support, discover, and enjoy Maine Cheese! We will be contacting you within a couple weeks to discuss your interest. In the meantime, please contact me directly at [events@mainecheeseguild.org](mailto:events@mainecheeseguild.org) with any questions. Thank you so much for your time and consideration.

Be well, eat well, eat Maine cheese,

Holly Aker  
President of the Board of Directors  
Maine Cheese Guild

**The 2022 Maine Cheese Guild Board of Directors includes:**

Holly Aker, Local Goods Gathered, President: Portland

Mark Whitney, Pineland Farms Dairy Co., Vice President: Bangor

Eric Rector, Monroe Cheese Studio, Treasurer: Monroe

Jean Koons, Kennebec Cheesery, Assistant Treasurer: Sidney

Heather Donahue, Balfour Farm, Secretary: Pittsfield

Beth Calder, University of Maine: Orono

Alexis Godin, Alice & Lulu's Restaurant: Sugarloaf Village

Annie Lampen, Gathering Board Maine: Portland

Amy Rowbottom, Crooked Face Creamery: Skowhegan

Sidney Smith, Silvery Moon Creamery at Smiling Hill: Westbrook

Olivia Barber, Maine Milk Mavens: Whitefield

Carrie Whitcomb, Springdale Farm Creamery: Waldo