

11th Annual SF Cheese Fest | 2026 Sponsorship Opportunities

Presented by the California Artisan Cheese Guild | Saturday, October 3, 2026

SPONSORSHIP BENEFIT	PRESENTING \$15,000 (1 available exclusive)	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500	BOOSTER \$500 or In- Kind	COMMUNITY \$250
NAMING & RECOGNITION (exclusive to Presenting Sponsor)							
"SF Cheese Fest, presented by [Sponsor]" title billing on all event collateral, signage, press, and website	✓	—	—	—	—	—	—
Co-branded logo on guest wristbands	✓	—	—	—	—	—	—
Acknowledgment from stage at event opening, opportunity to speak	✓	—	—	—	—	—	—
Right of first refusal for 2027 Presenting Sponsorship	✓	—	—	—	—	—	—
MARKETING & PR							
Linked logo on SF Cheese Fest website	Top	Featured	✓	✓	✓	✓	✓
Business description on website sponsor directory	✓	✓	✓	✓	—	—	—
Dedicated email feature to SF Cheese Fest list	1 dedicated	Co-branded feature	Headline mention	—	—	—	—
Mention in SF Cheese Fest email blasts	All blasts	All blasts	All blasts	✓	✓	—	—
Social media posts / mentions	10	6	4	2	1	2 (story)	1 (story)
Logo on SF Cheese Fest postcards + posters (Bay Area distribution)	Top	Premier	Featured	✓	—	—	—
Mention in all press releases (subject to deadlines)	Headline / quote	Featured mention	✓	✓	✓	—	—
EVENT PRESENCE							
Logo on event signage	Top	Premier	Featured	✓	✓	✓	✓
Premier table placement + extra-large vendor table at the festival	✓	—	—	—	—	—	—

Premium table placement at the festival	—	✓	✓	—	—	—	—
Standard table at festival (must register in advance)	—	—	—	✓	✓	✓	—
Marketing material in guest gift bag	✓	✓	✓	✓	✓	✓	✓
TICKETS							
VIP Early Entry tickets	4	3	2	1	—	—	—
General Admission tickets	12	10	8	4	2	1	—

EXCLUSIVE ACTIVATION SPONSORSHIPS (à la carte)

ACTIVATION	INVESTMENT	WHAT'S INCLUDED	TICKETS
Guest Gift Bag Sponsor	\$5,000	Logo printed on co-branded gift bags carried home by all 500+ guests, item insert opportunity, 2 social posts	6 GA
VIP Lounge / Early Entry Sponsor	\$3,000	Exclusive signage in the VIP Lounge area, opportunity to provide a VIP lounge-exclusive beverage or food product, 2 social posts	4 GA + 2 VIP
Volunteer Apron Sponsor	\$1,000	Sponsor logo on every volunteer apron worn throughout the event (alongside SFCF logo), 1 social post	2 GA

IN-KIND MEDIA PARTNERSHIPS

SFCF PROVIDES	Logo on website, signage and marketing materials; mention in newsletters and social.	PARTNER PROVIDES	Product, if applicable. Promote ticket sales with CTA + 15% off code; distribute SFCF collateral; share across owned channels.
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Presenting Sponsorship is reserved on a first-confirmed basis. Activation sponsorships may be stacked with any tier and are independent of cash tier benefits. All benefits subject to print and production deadlines. Tickets are non-transferable for resale.

Contact: Alyssa Gilbert, Executive Director | director@cacheeseguild.org | www.sfcheesefest.com