

# 10<sup>th</sup> Annual Beaver Dam Pepper Festival



Holy Moly!!!! Can you believe it? 10 years and goin' strong!!!  
Announcing the 10<sup>th</sup> Annual Beaver Dam Pepper Festival....at the Park  
Village Shopping Center in Beaver Dam Wisconsin.

Saturday September 9<sup>th</sup> from 9a – 4:30p will be center stage for  
BIGGEST food extravaganza Beaver Dam Wisconsin has ever seen.

Local and International favorite Chef Chanse will be sharing a "field to  
fork" demonstration featuring local produce, meats, AND the Beaver Dam Pepper. You will have a  
front row seat showcasing your business at one of the area's fastest growing traditions.....the Beaver  
Dam "Heirloom" Pepper. Experience history in the making and expose your business to thousands of  
local and regional folks from the Midwest area!!!

With attendance growing every year, the 2023 Beaver Dam Pepper Festival is on track to bring over  
8,500 visitors from local area's as well as the Midwest to honor this crazy "Heirloom" pepper.

## Beaver Dam Pepper Partnerships

### Heirloom Pepper Level \$3,200

#### Exclusive to 1 vendor

- **Full naming rights with your business name in the title:** all local & regional media: radio, print, TV, digital, streaming households, ALL social media & website.
- **Largest booth @ festival near food, beverage & stage** showcasing you product/service  
\*electrical if needed, tent, chairs, tables all included.
- **Opportunity to speak on stage for a 15 minute "Vendor Segment."**
- **Largest logo mention in all media**
- **Front and center banners @ entrance to event and your booth.**
- **Exclusive front- and back-page logo in festival program/recipe book**
- **Biggest logo on 2023 BD Pepper Fest T-shirts**
- **½ page ad inside festival program/recipe book with ½ page article about your product/service**
- **Free T-shirts to staff day of the event**
- **Free food & beverage for entire support staff the day of event**

## Red Hot Pepper Level \$2,300

### Limited to 3 vendors

- **Media:** all local & regional media; radio, print, TV, digital, streaming households, ALL social media & website.
- **Prime booth space** \*\*electrical if needed, tent, chairs, tables all included.
- **Opportunity to speak on stage for 5 minutes “Vendor Segment.”**
- **Company logo on back of Pepper Fest T-shirt**
- **1 banner @ your booth**
- **¼ page ad inside festival program/recipe book with ¼ page article about your product/service**
- **Free food and beverage for 4 support staff the day of event**
- **Free Pepper Fest T-shirts to 4 staff members**



## Sweet & Spicy Pepper Level \$800

### Limited to 6 Vendors

- **Media:** all local & regional media: radio, print, TV, digital, streaming households, ALL social media & website.
- **Booth space** \*\*electrical if needed, tent, chairs, tables all included
- **1 banner @ your booth**
- **Mention in festival program/recipe book**
- **Company logo on back of Pepper Fest T-shirt**
- **Free food and beverage for 2 support staff the day of event**

## Old Favorites

Beaver Dam Pepper Beer

Apple pepper pancakes & sausage breakfast

Apple pepper pie eating contest 2 divisions

Mr. Steve kids show and music by local artists

Beaver Dam Pepper Brats, burgers, hotdogs, pulled pork

Chili cook off & longest BD Pepper Contest

Over 40 craft, vendor's & artisan's

Swingin' Beaver Square Dance Club

Whiskey Flats musical group 2p-4p

## New This Year!!

Dodge Counties very own.....

Chef Chanse "field to fork" 90-minute demonstration

Pairing the Beaver Dam Peppers with various foods.... plenty of samples!





## Unique Partnerships

Chef Chanse	\$500
Chili Cook-off	\$350 <b>WDS Construction</b>
Apple/Pepper Pancake	\$350 <b>American Family Insurance</b>
Entertainment	\$350
Longest BD Pepper	\$350
BD Pepper Pie Eating	\$350

**\*\*Mention in program/recipe book. Mentioned in ALL media**

**Logo on 10th Anniversary Festival T-shirt**

**Only 1 business per partnership**