



Agriculture and tourism are Michigan’s top two economic drivers, and when combined Agritourism during Michigan Apple Fest celebrates apples in all forms and fashions as Michigan is the nation’s third largest producer of apples. The annual celebration is centered in Sparta, Michigan which is considered the gateway to The Ridge, an agricultural mecca where thousands of acres of apple orchards grow dozens of apple varieties. Whether it’s in the form of a pie, a sauce, a crisp, a turnover, a salad, a salsa, a glaze, a soup, or a fresh from the tree snack, we love celebrating everything about apples.

TITLE SPONSOR \$10,000

With naming rights to the Festival, we love bringing positive, stable brand awareness to our loyal customers – a wide demographic of visitors that come from near and far to enjoy this annual event.

APPLE FEST SPONSOR \$5000

We love all things apple – and our visitors love brands that care about spreading positive messages about choosing Michigan grown apples! The Apple Fest Sponsor makes our festival extra-apple-special!

APPLE SLING SHOT CONTEST \$2500

With our mega-sling shot for all ages and the marshmallow shooter for our tiny tots, this loved tradition is something that the crowds line up for to hit the target with the Apple Sling Shot.

ENTERTAINMENT SPONSOR \$1500

Everyone loves the Michigan Apple Fest entertainment that includes live music, games, actors, and enjoyment for all ages. The relaxing and fun environment is perfect for a day trip to maybe find a new love of Michigan grown apples. Several Available.

APPLE PIE EATING SPONSOR \$500

Who doesn’t love watching a face mashed into a delicious plate of apple pie? The much loved Apple Pie Eating Contest is the perfect photo-opportunity to embarrass a loved one later! Several Available.

APPLE SAUCE PEEL OUT 5K WALK/RUN \$500

One of the many favorite things about apples are its health benefits – an apple a day keeps the doctor away, right!? Our loyal walkers and runner love the Apple Sauce through the orchards and corn fields on The Ridge. Several available.

KIDS ACTIVITIES Sponsor \$400

We love providing family farm related fun activities for kids to get their hands on creative and entertaining apple-related fun!

APPLE PIE BAKING CONTEST SPONSOR \$250

Between a family’s secret recipe and fun with the kids creating a new delicious treat, our Michigan Apple Pie tasting contest is something everyone looks forward to! The pie contest is judged by familiar faces to the apple industry. Several Available.



Business Name _____ Email _____
Contact Name _____ Sponsorship Package _____

Sponsorships can be emailed to ddadirector@spartami.org or mailed to Sparta Events • PO Box 142 • Sparta, MI 49345