



July 31st - August 9th Throughout Deerfield Valley

Event Summary

The Vermont Blueberry Festival celebrates local agriculture, community and the arts with a 10 day Festival spread throughout Deerfield Valley. Past events have included a Parade, Street Fair, Circus performances, a Teddy Bear Picnic, live music on Harriman Reservoir a Pancake Breakfast and a Blueberry Block Party. Businesses are invited to create signature blueberry specials that are promoted in the Festivals materials and to the 5,000+ attendees.

Target Demographic

Young adults, families, community members and visitors. With 10 days of events, there is something for everything. Specific events are marketed to target demographics based on event type.

Marketing Strategy

The Vermont Blueberry Festival is marketed through paid advertising on Instagram and Facebook throughout the East Coast, in local newspapers and through the Vermont Department of Tourism and Vermont Chamber of Commerce. Our targeted social media campaigns create over 350,000 impressions, directing them to visitvermont.com, the Chamber's website, and the Festival website, vermontblueberryfestival.com which highlights participating businesses and sponsors.

Bluest Sponsor \$1000

- Inclusion on Festival website - vermontblueberryfestival.com
- Inclusion in event Passport
- Inclusion on visitvermont.com event page
- Inclusion in event marketing emails and outreach
- Inclusion in social media campaigns
- Inclusion on T-shirt
- 5 free event postings in Passport
- Inclusion on Festival Poster

Bluer Sponsor \$500

- Inclusion on Festival website - vermontblueberryfestival.com
- Inclusion in event Passport
- Inclusion in event marketing emails and outreach
- Inclusion in social media campaigns
- Inclusion on T-shirt
- 3 free event postings in Passport

Blue Sponsor \$250

- Inclusion on Festival website - vermontblueberryfestival.com
- Inclusion in event Passport
- Inclusion in event marketing emails and outreach
- 1 free event postings in Passport

Blueberry Passport Ad/Event Posting \$35

- Passports are distributed at all Festival events, participating businesses and at the Chamber Visitor Center