



# SPONSORSHIP OPPORTUNITIES

## National Mustard Day

The World's Biggest Celebration of  
the King of Condiments.

**SATURDAY, AUGUST 2, 2025**

**10 AM – 4 PM**



[www.mustardmuseum.org](http://www.mustardmuseum.org)



7477 Hubbard Ave,  
Middleton, WI 53562



[marketing@mustardmuseum.org](mailto:marketing@mustardmuseum.org)



# About The Event

Each year, on the first Saturday in August, the National Mustard Museum paints the town yellow. Since the very first Mustard Day celebration in Mount Horeb, Wisconsin, back in 1991, the Mustard Museum has hosted this golden annual event. That first event occupied about three parking stalls in front of the original museum. Now, we close streets in Downtown Middleton, where thousands gather every year for this engaging street festival aimed at bringing the community together and educating and immersing attendees in the wonderful world of mustard. National Mustard Day celebrates this versatile condiment with live music, mustard-loving foods (and the world famous mustard icecream), games, and mustard tastings & education for people of all ages! Your support is vital to making National Mustard Day another rousing success. With a variety of sponsorship opportunities, we hope you will consider contributing to the 2025 National Mustard Day event!

## Why Sponsor?

Be "ingrained" in the world of marvelous mustard mania! Gain extensive exposure through diverse promotional channels, including social media, event signage, and digital marketing. Your logo and messaging will be prominently displayed, ensuring maximum visibility among attendees and online audiences. Your brand will be in the forefront of thousands of mustard enthusiasts as they celebrate and engage with various activities throughout the event.

# Sponsorship Opportunities

## PRESENTING SPONSOR (\$10,000)

- Large logo on official event website
- Logo incorporated into official Mustard Day marketing artwork (used on poster, socials, back of official Mustard Day t-shirts, etc.)
- Opportunity to speak at opening and/or closing ceremonies
- Social media recognition & co-host of Facebook event
- Large logo on sponsorship banner
- Verbal recognition from the music stage
- VIP attendee package

## EXOTIC (\$5,000)

- Large logo on official event website
- Prominent logo on back of official Mustard Day t-shirts
- Social media recognition
- Large logo on sponsorship banner
- Verbal recognition from the music stage
- VIP attendee package

## DIJON (\$2,500)

- Medium logo on official event website
- Logo on back of official Mustard Day t-shirts
- Social media recognition
- Medium logo on sponsorship banner
- Verbal recognition from the music stage

## WHOLE SEED (\$1,000)

- Small logo on official event website
- Social media recognition
- Small logo on sponsorship banner
- Verbal recognition from the music stage

## DELI-BROWN (\$500)

- Name on official event website
- Verbal recognition from the music stage

# Underwriting Opportunities

## MUSIC STAGE (\$7,500)

Covers the music stage and fees for bands performing.

**Benefits include:**

- Music Stage naming rights and your logo prominently displayed in the location with the most attendee exposure – the stage!
- Recognition in event marketing including website, social media, banner, and promotional materials
- Verbal recognition from the music stage
- VIP attendee package

## KID'S ENTERTAINMENT AREA (\$3,000)

Covers the cost of our incredible kid's entertainer all day!

**Benefits include:**

- Recognition on event signage in the Kid's Area
- Verbal recognition from the music stage
- Recognition in event marketing including website, social media, banner, and promotional materials
- Opportunity to provide branded giveaways as prizes for kid's entertainment activities

## BAR SPONSOR (\$2,500)

Covers bar set up, product, and supplies.

**Benefits include:**

- Logo prominently displayed at both Mustard Day bars, drink menus, and signage
- Verbal recognition from the music stage
- Recognition in event marketing including website, social media, banner, and promotional materials
- Option to bring in specific brand product (malt beverage company only)
- Opportunity to help bartend and network with attendees in a fun, social setting

## CARNIVAL GAMES (\$1,000)

Showcase your organization at National Mustard Day!

- Your staff can run a carnival game (game supplies provided) and promote your brand/services
- Able to generate leads through a promotion/signup
- Branded swag as game prizes (where appropriate)
- Your logo on display at the designated game tent

## TICKET SPONSOR (\$1,000)

- Your logo on event tickets used for food, drink, and game purchases (event is cash or ticket only)
- Social media recognition

# National Mustard Day Sponsorship

## SPONSORSHIP SELECTION

- ☐ Presenting Sponsor \$10,000
- ☐ Exotic \$5,000
- ☐ Dijon \$2,500
- ☐ Whole Seed \$1,000
- ☐ Deli-Brown \$500

## UNDERWRITING SELECTION

- ☐ Music Stage \$7,500
- ☐ Kid's Entertainment Area \$3,000
- ☐ Bar Sponsor \$2,500
- ☐ Carnival Games \$1,000
- ☐ Ticket Sponsor \$1,000
- ☐ I would like to make a tax-deductible donation at a different level in the amount of: \_\_\_\_\_

## SPONSOR PAYMENT INFORMATION

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Name (as you would like it to appear): \_\_\_\_\_

- ☐ Please invoice me
- ☐ Check enclosed (made payable to National Mustard Museum)
- ☐ Please charge my:
  - ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Name on card: \_\_\_\_\_ Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV (3-Digit Code): \_\_\_\_\_

Please mail the completed form and payment to the National Mustard Museum,  
7477 Hubbard Ave, Middleton, WI 53562 before June 1st, 2025.

For more information, don't hesitate to get in touch with Chris Young at  
[cyoung@mustardmuseum.org](mailto:cyoung@mustardmuseum.org) or Anjali Tapadiya at [marketing@mustardmuseum.org](mailto:marketing@mustardmuseum.org).

## DEADLINES

\*To be included in all applicable National Mustard Day marketing material, please send a PNG version of your company's logo to [marketing@mustardmuseum.org](mailto:marketing@mustardmuseum.org) before July 1st, 2025.