

THE VILLAGE AT GRAND TRAVERSE COMMONS PRESENTS

**THE SECOND ANNUAL
TRAVERSE COLANTHA WALKER**

DAIRY FESTIVAL



SPONSORSHIP PACKAGE



A FAMILY-FESTIVE EVENT CELEBRATING
THE LIFE OF THE TRAVERSE CITY STATE HOSPITAL'S
WORLD-CHAMPION DAIRY COW (1916~1932)

SUNDAY . JUNE 12th . 10am to 6pm

**More than 2500 people attended
the *first* annual event in 2010!**



ANOTHER HISTORY-MAKING EVENT!

We invite you to take part in the Second Annual Traverse Colantha Walker Dairy Festival, which will be held on the piazza in *The Village at Grand Traverse Commons* on Sunday, June 12th, from 10am to 6pm.

Why Colantha? Well, she was not your ordinary heifer.

Of the 96 Holstein-Friesian cows that comprised the former Traverse City State Hospital's herd, Colantha was by far the most prolific. In 1926, she produced 22,918 pounds of milk in a single year, making her the highest producer in the *world!* In her lifetime her total production was 200,114.9 pounds of milk.

Colantha was so revered by hospital staff and patients that upon her death in 1932, a banquet was held in her honor, and a beautifully carved memorial stone was placed at her gravesite near the south end of the Commons property.

In celebration of National Dairy Month, the **Second Annual Colantha Walker Dairy Festival** is a tribute to local farmers and the community that supports them.

Last year's event was a resounding success!

We hope we can "count you in" with your contribution, or selected sponsorship level for what's sure to be one of the most popular, family-friendly community events of the summer! *Admission is FREE!*

**GREAT FOOD, MUSIC, PARADES,
FIREMEN'S PANCAKE BREAKFAST, WAGON
RIDES, LOCAL ICE CREAM, MILK, CHEESE,
FARMERS MARKET, GRILLED CHEESE GRILL-OFF
FEATURING LOCAL CHEFS, 2011 DAIRY QUEENS,
HANDCRAFTED ART, AND SO MUCH MORE!**

SPONSORSHIP LEVELS

WORLD-CHAMPION LEVEL: \$1,000.00

- Your name/logo prominently displayed and promoted in all press releases, print, radio and television advertising.
- Your name/logo prominently displayed on the music stage.
- Prominent logo placement on all event banners and signs.
- Your name/logo included on event souvenirs, such as cups, t-shirts, and give-aways
- 20' x 10' premier location vendor booth with electrical power

HEAD-OF-THE-HERD LEVEL: \$500.00

- Your name/logo displayed and promoted in all press releases, print, radio and television advertising.
- Your name/logo prominently displayed on the main tent banner.
- Logo placement on event banners and signs.
- 10' x 10' select-location vendor booth

UDDERLY WONDERFUL LEVEL: \$100.00

- Your name/logo promoted in all press releases, print, radio and television advertising.
- Name/logo acknowledgment on sponsor sign.
- Sponsor-choice selection of vendor booth location

HAPPY HEIFER LEVEL: \$50 OR LESS

- Name/logo acknowledgment on contributor banner.

Volunteers welcome, and donation of time or equipment, including generators, tents, stage, sound, tables, chairs, or any other event-related item is genuinely appreciated!

A FAMILY-FESTIVE CELEBRATION!

Following is only a sampling of day-long events:

- The Grand Dairy Parade: A Marching Band memorial procession, wreath-laying, and grave-site reading in praise of Colantha's life.
- Open air dairy/farmers market with local cheese makers, and milk producers, showcasing everything from ice cream, lattes, grilled cheese, pizza, and butter churners, to rawhide chews, cheese breads, cheesecake, cheese soup, and milk facials. This will be a collective invitation to Village businesses and local growers and producers to showcase their products and creatively connect with all things dairy-related.
- A call for entries from local artists and artisans to display dairy-related art or functional art made from recycled milk cartons and bottles.
- A Grilled Cheese Grill-Off with votes from the public for the People's Choice Award.
- Dairy-related demonstrations by local producers, chefs and artisans who hand-craft a variety of wholesomely delicious products.
- A Kids Kow Korner that stimulates and educates school-aged children through a fun-filled, hands-on approach to ag-related activities.
- Live Music throughout the day.
- The famous Firefighter's Pancake Breakfast fundraiser.

AND SO MUCH MORE!

YES! COUNT ME IN!

NAME:

BUSINESS NAME

ADDRESS

CITY, STATE, ZIP

BUSINESS PHONE

CELL PHONE

E.MAIL AND/OR WEB SITE

SPONSORSHIP AMOUNT: _____

IN-KIND DONATION (Please describe):

PLEASE SIGN ME UP AS A VOLUNTEER!

Thank You!

You will be contacted by a member of the event committee to define your participation in the event, and to obtain essential sponsorship information for advertising & promotional materials.

Volunteers may select preferred assignments at a pre-event meeting.

FOR MORE EVENT INFORMATION,
VISIT THE VILLAGE WEB SITE:

WWW.THEVILLAGETC.COM

OR CONTACT:

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THE VILLAGE

Grand Traverse Commons

The Festival Committee,
a Colantha-collective of
Village Merchants and Businesses,
appreciates your generous support!

WWW.THEVILLAGETC.COM