

## Greetings!



We are excited to announce the third annual Roe Jan SummerFest! This is a day of food, music and family fun from 4-8pm on Saturday, August 8<sup>th</sup>.

SummerFest will showcase dozens of local producers offering samples of their beer, hard cider, spirits and wine. Their products will also be available for purchase along with several food trucks, craft and specialty food vendors, and a live band. And we haven't forgotten the kids! They are sure to enjoy the facepainting, giant bubbles and balloon animals.

In 2025 we were pleased to have 400+ people at our event. With the additional buzz generated after last year, we expect over 500 folks to come out this year to attend!

*Where is it, you ask?* SummerFest is located near Herrington's and incorporates Roe Jan Brewing and Twisted Sisters Coffee House. Held rain or shine, the festival will include lots of outdoor and indoor space.

This is going to be a tremendous day for Hillsdale. The 8th annual ArtsWalk is being held earlier on the same day which brings many people into town. It's held just up the street in the Village Square, so we expect a lot of participation from both locals and folks from out of town.

**We would appreciate you becoming a sponsor** to help make this tasting event successful and widely promoted. There are several levels of sponsorship to consider. These are detailed on the Sponsor Application Form along with sponsor benefits. Sponsors' logos will be included in our social media posts, our printed program and print media. If you have a banner, we also ask to borrow it for the day so we can display it in full view at the festival!

Last year, we were happy to donate the proceeds to three local deserving organizations. This year's proceeds will benefit the Harlem Valley Rail Trail, Friends of East Gate, and Columbia Kitchen. Both construction projects are in their final push for completion and can use your help. **More sponsorship dollars mean more money to donate to these causes!**

Our organizing team includes area business owners and enthusiastic volunteers. Roe Jan Brewing Company and Twisted Sister Coffee House are the primary sponsors of the event.

Questions? Please feel free to reach out to us via email to [RoeJanSummerfest@gmail.com](mailto:RoeJanSummerfest@gmail.com). Keep an eye on our website for updates to this year's event: [RoeJanSummerFest.com](http://RoeJanSummerFest.com)

## Thank you for supporting us!

Steve Bluestone, Roe Jan Brewing and Cassie Bonay-Hindes, Twisted Sisters Coffee



## Roe Jan SummerFest 2026 Sponsorship Application Form

Company:	
Address:	
City / State / Zip:	
Contact Person:	
Phone:	email:

**Sponsorship Levels (please circle one).** All levels include your name mentioned on all advertising, with name and logo on our printed program, in social media and on our website at [www.RoeJanSummerfest.com](http://www.RoeJanSummerfest.com)

### **TOP SHELF \$1,000**

Includes 8 tickets to the event (*\$200 value*)

### **GOLD \$750**

Includes 6 tickets to the event (*\$150 value*)

### **SILVER \$500**

Includes 4 tickets to the event (*\$100 value*)

### **BRONZE \$250**

Includes 2 tickets to the event (*\$50 value*)

### **COPPER \$100**

Includes 1 ticket to the event (*\$25 value*)

**Please mail your check to: Scenic Sips Fest LLC, 32 Anthony St, Hillsdale, NY 12529.**

**Alternately, remit your payment via Venmo to @roejansummerfest**

**Please include your business name and contact in the notes.**

Please also email an electronic image of your logo to us no later than 7/15/26, for our marketing and social media posts. High resolution JPGs or PNGs are preferred. If you have a copy with a transparent background, please send it.

Any questions, please email us at: [RoeJanSummerFest@gmail.com](mailto:RoeJanSummerFest@gmail.com)

**See you on August 8th!**