Martha - I spoke to Jay and David about your chocolate bar collaboration idea. Though it is very appealing to us from a philanthropic/collegiate perspective, it does make it more difficult for us to mathematically measure the “success” of our sponsorship campaign at Woodstock.

As we launch our new platform in February, we are counting on David (a seasoned marketing pro) to manage all of our marketing efforts and we’re counting on his record of success at other companies to move us to the next level. He loves the idea of the large bar as we originally outlined it. It was Jay, David and i that brainstormed the chocolate bar and Golden Ticket idea last weekend, and though we could get a better price through Lindt, we understand your goals and the value of keeping it local. We also want to support small businesses, so we’re all in favor of Fruition as the vendor.

Adding yet another sponsor, we feel, will dilute our campaign investment.

The three of us are happy to cover the costs of the larger bar. In our first discussion last weekend, we agreed that a “Willy Wonka” size bar with a Golden Ticket Prize for every attendee would not only delight attendees but also motivate them to register their name and email on our site. Our goal is to grow our membership, dazzle attendees with our creativity, and to become an impactful, positive, engaging brand.

We are happy to acknowledge Fruition Chocolate Works and Confectionary as the producer of the bar by including their logo on the label (as well as yours!), but we want the excitement surrounding the Golden Ticket prizes to be clearly associated with Inkubate. After all, we’re paying for the prizes, coordinating with the shops and restaurants. A clear delineation between our sponsorship and that of Fruition’s is needed in order that David is able to accurately measure the number of new members signing on to Inkubate as a result of our participation this year.