



SWEET PEA FESTIVAL

Partnership Opportunities

DID YOU KNOW?

That the Sweet Pea Festival has an **average attendance of over 14,000!** That makes Sweet Pea one of the most popular community events in Bozeman. Festivals offer a fantastic opportunity for brands to engage consumers when they are excited, passionate, and open to your brand's message.

A solid investment with **strong marketing benefits, including high visibility and enhanced public image** through community support.

Designated as a registered 501(c)(3) non-profit organization, all money raised (in excess of what is needed to operate the Festival) is **given back to the community** in the form of grants for the arts, art education, and special projects in the Bozeman area.

One investment = Twice the community support!

Presenting Partner (Limited to 5)

- ✓ **Category exclusivity** at Presenting Partner level
- ✓ **First right of refusal** for 2016
- ✓ **Name/logo inclusion** on :
 - **250** event posters distributed throughout the community
 - **Festival signage** located throughout Lindley Park
 - Printed **schedule of events; 12,000 distributed**
- ✓ **On-site publicity** including:
 - **Main Stage MC recognition announcement** (minimum of 2X/Festival day)
 - **Main Stage Announcement Opportunity** (prior to Fri or Sat night headliner). **Estimated audience of 5,000+ per night**
 - **Staff team building opportunities** (options provided by Sweet Pea)
 - **Customized cross promotional opportunities**
 - Opportunity for **On-site brand activation** (Fan experience enhancement)
- ✓ **Online Advertising:**
 - Sweet Pea '**Partner**' page listing hyperlinked to your website. **20,000 hits** to our site during July & August.
 - Recognition on **Sweet Pea social media. 3,100 FB fans, 425 Twitter followers**
- ✓ **10 (ten) admission wristbands**
- ✓ **1 (one) autographed 2015 Festival poster**

Investment: \$5,000



SWEET PEA FESTIVAL

Partnership Opportunities

Supporting Partner

- ✓ **Name/logo inclusion** on **Festival signage** located throughout Lindley Park
- ✓ **On-site publicity** including:
 - **Main Stage MC recognition announcement**
 - **Staff team building opportunities** (options provided by Sweet Pea)
- ✓ **Online Advertising:**
 - Sweet Pea '**Partner**' **page listing** hyperlinked to your website. **20,000 hits** to our site during July & August
 - Recognition on **Sweet Pea social media**. **3,100** Facebook fans, **425** Twitter followers
- ✓ **5 (five) admission wristbands**
- ✓ **1 (one) autographed 2015 Festival poster**

Investment: \$2500 or more

Friends of Sweet Pea

- ✓ **Name/logo inclusion** on **Festival signage** located throughout Lindley Park
- ✓ **Online Advertising** Sweet Pea '**Partner**' **page listing** hyperlinked to your website
- ✓ **2 (two) admission wristbands**
- ✓ **1 (one) 2015 Festival poster**

Investment: \$500 or more

In-kind Donations

(of products or services)

- ✓ **Name/logo inclusion** on **Festival signage** located throughout Lindley Park
- ✓ **Online Advertising** Sweet Pea '**Partner**' **page listing** hyperlinked to your website



SWEET PEA FESTIVAL

Partnership Opportunities

Commitment Form

_____ Yes, please count on me as a supporter of Sweet Pea 2015.

I am interesting in supporting in the following way:

_____ Presenting Partner.....\$5,000

_____ Supporting Partner (\$2,500-\$4,999).....\$ _____

_____ Friend of Sweet Pea (\$500-\$1,999).....\$ _____

_____ In-kind Donation of _____

Business Name: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Pledge your support!

Pay by cash or check to:

Sweet Pea Festival

424 E Main St, Ste 203B

Bozeman, MT 59715

Phone: 406.586.4003 Fax: 406.586.5523

admin@sweetpeafestival.org

Credit card: sweetpeafestival.org/donate/