DID YOU KNOW?

• 2017 is Sweet Pea’s 40th Festival!
• 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.
• Sweet Pea is 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. Over the years we have given back over $300,000!

One investment = Twice the community support!

Presenting Partner (Limited to 1)

✓ Category exclusivity – Only 1 “Presented By”
✓ First right of refusal for 2018
✓ Name/logo inclusion on:
  • 250 event posters distributed throughout the community
  • Festival signage located throughout Lindley Park including Admissions Gate signage
  • Printed schedule of events; 12,000 distributed

✓ On-site publicity including:
  • Main Stage MC recognition announcement before every performance
  • Main Stage Announcement Opportunity (prior to Fri and 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)
  • VIP Tent attached to Beer & Wine Garden – includes beverages & light hors d’oeuvres for up 50 guests – your choice of Friday or Saturday Night 6-10pm
  • Meet and Greet with Headliner & Photo Opportunity

✓ Online Advertising:
  • Sweet Pea “Presented by” website header listing hyperlinked to your website. 20,000 hits to our site during July & August.
  • Recognition on Sweet Pea social media. 4,200 FB fans, 425 Twitter followers

✓ 50 (fifty) admission wristbands
✓ 50 (fifty) autographed 2017 Festival posters

Investment: $20,000
SWEET PEA FESTIVAL

Partnership/Sponsorship Opportunities

**Performing Partner** *(Limited to 2)*

- **Category exclusivity** at Performing Partner level
- **First right of refusal** for 2018
- **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 and 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)
  - VIP experience attached to Beer & Wine Garden – includes beverages for up 20 guests – (opposite night of Presenting Partner) Friday or Saturday Night 6-10pm

- **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**. 4,200 FB fans, 425 Twitter followers

- **20** (twenty) **admission wristbands**
- **20** (twenty) **autographed 2017 Festival posters**

**Investment:** **$10,000**
**SWEET PEA FESTIVAL**

**Partnership/Sponsorship Opportunities**

**Sustaining Partner**  *(Limited to 5)*

- **Category exclusivity** at Sustaining Partner level
- **First right of refusal** for 2018
- **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**. **4,200 FB fans, 425 Twitter followers**

- 10 (ten) **admission wristbands**
- 1 (one) **autographed 2017 Festival poster**

*Investment: $5,000*
SWEET PEA FESTIVAL

Partnership/Sponsorship 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. 4,200 Facebook fans, 425 Twitter followers
- 5 (five) admission wristbands
- 1 (one) autographed 2017 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) 2017 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
Commitment Form

_____ Yes, please count on me as a supporter of Sweet Pea 2017.

I am interesting in supporting in the following way:

_____ Presenting Partner..........................$20,000
_____ Performing Partner..........................$10,000
_____ Sustaining Partner..........................$5,000
_____ Supporting Partner ($2,500-$4,999).......$________
_____ Friend of Sweet Pea ($500-$1,999).......$________
_____ In-kind Donation of ________________________________

_____ Yes! I would like to volunteer at the Festival. Please contact me!

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/