DID YOU KNOW?

- **2021 is Sweet Pea’s 44th 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.

One investment = Twice the community support!

**Presenting Partner** *(Limited to 1)*

- Category exclusivity – Only 1 “Presented By”
- First right of refusal for 2022
- 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; 25,000 distributed**
  - Year round signage on SPF office entrance
- 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. 6119 FB followers, 1700 Instagram followers
- 50 (fifty) admission wristbands
- 50 (fifty) autographed 2021 Festival posters

**Investment:** $20,000
**Performing Partner** *(Limited to 2)*

- **Category exclusivity** at Performing Partner level
- **First right of refusal** for 2022
- **Name/logo inclusion** on:
  - 250 event posters distributed throughout the community
  - Festival signage located throughout Lindley Park
  - Printed schedule of events; 25,000 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 to 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. 6119 FB followers, 1700 Instagram followers

- 20 (twenty) admission wristbands
- 20 (twenty) autographed 2021 Festival poster

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

Partnership Opportunities

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

- Category exclusivity at Sustaining Partner level
- First right of refusal for 2022
- Name/logo inclusion on:
  - 250 event posters distributed throughout the community
  - Festival signage located throughout Lindley Park
  - Printed schedule of events; 25,000 distributed
  - Year round signage on SPF office entrance
- 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. 6119 FB followers, 1700 Instagram followers
- 10 (ten) admission wristbands
- 1 (one) autographed 2021 Festival poster

*Investment: $5,000*
SWEET PEA FESTIVAL
Partnership Opportunities

**Supporting Partner**

- ✓ Name/logo inclusion on Festival signage located throughout Lindley Park
- ✓ Year round signage on SPF office entrance
- ✓ 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. **6119 FB followers, 1700 Instagram followers**
- ✓ 5 (five) admission wristbands
- ✓ 1 (one) autographed 2021 Festival poster

*Investment: $2500 or more*

**Friends of Sweet Pea**

- ✓ Name/logo inclusion on Festival signage located throughout Lindley Park
- ✓ Year round signage on SPF office entrance
- ✓ Online Advertising Sweet Pea ‘Partner’ page listing hyperlinked to your website
- ✓ 2 (two) admission wristbands
- ✓ 1 (one) 2021 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 2021.

I am interested 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: _____________________________

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: Call the office or go to

sweetpeafestival.org/donate/