DID YOU KNOW?
• 2022 is Sweet Pea’s 45th 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 2023
✓ Name/logo inclusion on:
  • Festival signage located throughout Lindley Park including Admissions Gate signage
  • Printed schedule of events; 25,000 distributed in the community and at the Festival beginning July 4
  • 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. 6551 FB followers, 2169 Instagram followers

✓ 50 (fifty) admission wristbands
✓ 50 (fifty) autographed 2022 Festival posters

Investment: $20,000
SWEET PEA FESTIVAL

Partnership Opportunities

Performing Partner (Limited to 2)

- Category exclusivity at Performing Partner level
- First right of refusal for 2023
- Name/logo inclusion on:
  - Festival signage located throughout Lindley Park
  - Printed schedule of events; 25,000 distributed in the community and at the Festival beginning July 4
  - 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 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. 6551 FB followers, 2169 Instagram followers
- 20 (twenty) admission wristbands
- 20 (twenty) autographed 2022 Festival posters

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:
  - Festival signage located throughout Lindley Park
  - Printed *schedule of events*; **25,000 distributed** in the community and at the Festival beginning July 4
  - 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. **6551 FB followers, 2169 Instagram followers**
- **10** (ten) admission wristbands
- **1** (one) autographed 2022 Festival poster

*Investment: $5,000*
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. 6551 FB followers, 2169 Instagram followers
- 5 (five) admission wristbands
- 1 (one) autographed 2022 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) 2022 Festival poster

**Investment: $500 or more**

In-kind Donations

- 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 2022.

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/