



SWEET PEA FESTIVAL

Partnership Opportunities

DID YOU KNOW?

- **2023 is Sweet Pea's 46th 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 2024
- ✓ **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 to 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. Over **20,000 hits** to our site during July & August.
 - Recognition on **Sweet Pea social media. 7K FB followers, 2653 Instagram followers**
- ✓ **50 (fifty) admission wristbands**
- ✓ **50 (fifty) autographed 2023 Festival posters**

Investment: \$20,000



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Performing Partner

(Limited to 2)

- ✓ **Category exclusivity** at Performing Partner level
- ✓ **First right of refusal** for 2024
- ✓ **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 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. Over **20,000 hits** to our site during July & August.
 - Recognition on **Sweet Pea social media. 7K FB followers, 2653 Instagram followers**
- ✓ **20 (twenty) admission wristbands**
- ✓ **20 (twenty) autographed 2023 Festival posters**

Investment: \$10,000



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Sustaining Partner (Limited to 6)

- ✓ **Category exclusivity** at Sustaining Partner level
- ✓ **First right of refusal** for 2024
- ✓ **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. Over **20,000 hits** to our site during July & August.
 - Recognition on **Sweet Pea social media. 7K FB followers, 2653 Instagram followers**
- ✓ **10 (ten) admission wristbands**
- ✓ **1 (one) autographed 2023 Festival poster**

Investment: \$5,000



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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**. **7K FB followers, 2653 Instagram followers**
- ✓ **5 (five) admission wristbands**
- ✓ **1 (one) autographed 2023 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) 2023 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



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Commitment Form

_____ Yes, please count on me as a supporter of Sweet Pea 2023.

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: _____

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/