



2024 Partnership Opportunities

- 2024 is Sweet Pea's 47th 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.
- Sweet Pea Festival won the Best of Bozeman for 3 years.
- Sweet Pea Festival is a solid investment with strong marketing benefits including high visibility and enhanced public image through community support.
- Show the community your love of Bozeman traditions by becoming a Sponsor!

Designated as a registered 501C(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.

"I've been coming to Sweet Pea for 30 years. At first we brought our kids, and now it's our grandkids. I can't imagine summer without Sweet Pea!" - Petra L

Presenting Partner (limited to 1)

- Category Exclusivity - Only 1 Presenting Partner
- First Right of Refusal for Presenting Partner in 2025 (just two years for the 50th Celebration)
- Name and Logo inclusion on:
 - 50 sponsor posters distributed throughout the community, your name in prominence
 - 50 music posters distributed throughout the community, your name in prominence
 - Inclusion in the printed version of the schedule of events (25,000 copies)
 - Inclusion on Festival signage
 - Year round signage at the Sweet Pea office
- On-site publicity including:
 - Main Festival Stage recognition and thank-you before every performance
 - Main Festival Stage announcement opportunity before the Friday and Saturday headliner (estimated audience of 5000+ per night)
 - VIP Tent at the beer garden
 - VIP Parking for 2 spaces
 - Promotional tent near the HQ tent (at your expense)
- Online Advertising:
 - Sweet Pea Festival website header reading "Presented by _____" with a link to your website. The Sweet Pea website generates 20,000 hits during the months of July and August each year
 - 30 3-day admission wristbands for 2024
 - 15 autographed Festival posters for 2024
- **Total Investment \$8500.00**

"I grew up coming to Sweet Pea, and even though I moved away, I still come back every summer for the Festival. I wouldn't miss it!" - Sarah B



Performing Partner (limited to 2)

- First right of refusal for Performing Partner in 2025 (just two years from the 50th Celebration)
- Name and Logo inclusion on:
 - 50 sponsor posters distributed throughout the community, your name in prominence
 - 50 music posters distributed throughout the community, your name in prominence
 - Inclusion in the printed version of the schedule of events (25,000 copies)
 - Inclusion of Festival signage
 - Year round signage at the Sweet Pea office
- On-Site publicity including:
 - Main Festival Stage recognition and Thank-You 4 times a day
 - Friday and Saturday headliners carry an audience of 5,000+ per night
 - VIP tent at the Beer Garden
- Online Advertising:
 - Sweet Pea Festival website Partner listing page: Performing Partners, your logo linked to your website. The Sweet Pea website generates over 20,000 hits during the months of July and August each year
 - Singular recognition on Sweet Pea Social Media which includes currently over 3200 Instagram followers and 7400 Meta(Facebook) followers
 - 18 3-day admissions wristbands for 2024
 - 9 autographed Festival posters for 2024
- **Total Investment \$6,500**

“Sweet Pea is just what a community event should be: fun for the family, world-class art performances, and don’t forget the tater pigs!” - Jerry R



Sustaining Partner (limited to 6)

- First right of refusal for Performing Partner in 2025 if available (just two years from the 50th Celebration)
- Name and Logo inclusion on:
 - 50 sponsor posters distributed throughout the community, your name in prominence
 - 50 music posters distributed throughout the community, your name in prominence
 - Inclusion in the printed version of the schedule of events (25,000 copies)
 - Inclusion of Festival signage
 - Year round signage at the Sweet Pea office
- On-Site publicity including:
 - Main Festival Stage recognition and Thank-You 2 times a day
 - Friday and Saturday headliners carry an audience of 5,000+ per night
 - VIP tent at the Beer Garden
- Online Advertising:
 - Sweet Pea Festival website Partner listing page: Performing Partners, your logo linked to your website. The Sweet Pea website generates over 20,000 hits during the months of July and August each year
 - Singular recognition on Sweet Pea Social Media which includes currently over 3200 Instagram followers and 7400 Meta(Facebook) followers
 - 12 3-day admissions wristbands for 2024
 - 6 autographed Festival posters for 2024
- **Total Investment \$5,000**

“I love Sweet Pea. It’s my favorite thing to do in the summer. I love Bozeman!”
- Katy, age 9



Supporting Partner

- Name and logo inclusion on all Sweet Pea Festival sponsor signage in Lindley Park
- Year round signage at the Sweet Pea Office
- Recognition from the Main Stage 1x during the Festival
- Online Advertising:
 - Sweet Pea Festival website Partner listing page: Supporting Partner, your logo linked to your website. The Sweet Pea website generates over 20,000 hits during the months of July and August each year
 - Recognition on Sweet Pea Social Media which includes currently over 3200 Instagram followers and 7400 Meta(Facebook) followers
 - 6 ~ 3-day admissions wristbands for 2024
 - 3 autographed Festival posters for 2024
- **Total Investment \$2,500**

Friends of Sweet Pea

- Name and logo inclusion on Sweet Pea Festival sponsor signage in Lindley Park
- Name and logo inclusion on the Sweet Pea Festival website with a link to your website
- Year round signage at the Sweet Pea office
- 2 ~ 3-day admission wristbands for 2024
- 1 autographed Sweet Pea Festival poster for 2024
- **Total Investment \$500**

In-Kind Donations, Products and/or Services

- Name and Logo inclusion on Sweet Pea Festival signage throughout Lindley Park
- Name and Logo listed on the sponsor page of the Sweet Pea Festival website with a link to your website

“I can’t imagine a summer without coming to Sweet Pea. The music is top-notch, the Artist Marketplace has the best local art all in one place and the food is always a treat! I always look forward to trying something new”

- Kathie S



Sponsorship Commitment

Company Name: _____

Contact Person: _____

Contact Person Phone Number: _____

Contact Person Email: _____

Company Address: _____

Company Website: _____

Sponsorship Level Chosen: _____

Credit Card Information: _____

Expiration: _____ 3Digit Code: _____ Zip Code: _____

Check Number if paying by Check: _____

For more information please reach out to Sweet Pea Executive Director
Mike Collins at 406. 586.4003 or ed@sweetpeafestival.org.

All sponsorship requests must be paid within 14 days upon receipt of application due to
the limited availability of sponsorship opportunities.

To be featured in the Sweet Pea Festival marketing material, payment must be made no
later than June 1st, 2024. Sponsorship opportunities are allocated on a first-come, first-
served basis and will only be confirmed upon receipt of payment.

For internal use only

Date Received: _____ Approved by: _____