



# SWEET PEA FESTIVAL

## Partnership Opportunities

### DID YOU KNOW?

- **2021 is Sweet Pea's 44<sup>th</sup> 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 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. **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**



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### **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**



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### **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***



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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**. **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



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### *Commitment Form*

\_\_\_\_\_ Yes, please count on me as a supporter of Sweet Pea 2021.

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](mailto:admin@sweetpeafestival.org)

Credit card: Call the office or go to

[sweetpeafestival.org/donate/](http://sweetpeafestival.org/donate/)