

# Seattle Founders Festival 2011 Sponsorship Levels

## What

Seattle Founders Festival

A two day celebration in the Belltown neighborhood of Seattle to celebrate Seattle's Founders and residents. Festival includes stage with live music and local vendors (including art/craft, food, furniture, etc.)

## Where

Belltown, Seattle, Washington

2<sup>nd</sup> and Bell with street closures on 2<sup>nd</sup> Avenue from Battery to Blanchard and Bell Street from 1<sup>st</sup> Avenue to 3<sup>rd</sup> Avenue

## When

August 12-14, with 2<sup>nd</sup> Avenue Street Closures on August 13-14.

## Audience/ Demographics

Approximately 6,000 attendees are expected to attend the three day festival.

As with most arts patrons, festival audiences comprise an important demographic profile: our typical audience member is age 27+, upper middle income, and well educated. Festival audiences are informed consumers, who support businesses and are committed to their communities.

## Sponsorship Levels

Detailed below are specific benefits associated with each of the corporate sponsorship levels offered by The Seattle Founders Festival.

### I. Festival Friend

- **\$100: Introductory sponsorship level**

- **Benefits:**

- Inclusion of business name and logo on listing of corporate supporters on the Festival's Website
- Recognition on Festival's Social Media (Facebook, Twitter)
- Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
- One mention of company/business on main stage before or after a performance
- Invitation to annual Sponsor reception

### II. Festival Supporter

- **\$500: General support sponsorship level**

- **Benefits:**

- Inclusion of business name and logo on listing of corporate supporters on the Festival's Website
- Blog post about business on Festival's Blog
- Recognition on Festival's Social Media (Facebook, Twitter)
- Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
- One mention (per day) of company/business on main stage before or after performance
- Invitation to annual Sponsor reception Reception
- Opportunity to purchase vendor booth for \$150 (reg. \$175)

### III. Single Event Sponsor

- **\$5,000 level: Sponsorship of Festival of Lights (Exclusive)**

- **Benefits:**

- Recognition, via signage
- Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media pertaining to sponsored performance;
- Inclusion of Logo in print/media/poster advertisements
- Blog post about business on Festival's Blog
- Credit line in all press releases pertaining to sponsored performance
- Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
- Article about sponsorship and company/service in BelltownPeople.com (Belltown's Blog)
- Invitation to annual Sponsor Reception
- Opportunity to purchase vendor booth for \$75 (reg. \$175)

- **\$3,000 level: Sponsorship of History Tent, featuring characters, speakers, authors, memorabilia. (Exclusive)**

- **Benefits:**

- Recognition, prior to the sponsored performance
- Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media pertaining to sponsored performance;
- Inclusion of Logo in print/media/poster advertisements
- Blog post about business on Festival's Blog
- Credit line in all press releases pertaining to sponsored performance
- Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
- Article about sponsorship and company/service in BelltownPeople.com (Belltown's Blog)
- Invitation to annual Sponsor Reception
- Opportunity to purchase vendor booth for \$75 (reg. \$175)

- **\$3,000 level: Sponsorship of Volunteer T-shirts (Exclusive)**

- **Benefits:**

- Inclusion of business name/logo on all Volunteer T-shirts
- Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media
- Inclusion of Logo in print/media/poster advertisements
- Blog post about business on Festival's Blog
- Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
- Multiple mentions of company/business on main stage before or after performance, pertaining to Volunteers
- Article about sponsorship and company/service in BelltownPeople.com (Belltown's Blog)
- Invitation to annual Sponsor reception
- Opportunity to purchase vendor booth for \$75 (reg. \$175)

- **\$1,000 level: Sponsorship of Festival Posters (Exclusive, but will include Logos from other sponsors)**
- **Benefits:**
  - Inclusion of “Printed by “business name/logo” on bottom of posters, to be distributed before and during the festival
  - Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media
  - Blog post about business on Festival’s Blog
  - Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
  - Two mentions of company/business on main stage before or after performance, pertaining to Posters
  - Article about sponsorship and company/service in BelltownPeople.com (Belltown’s Blog)
  - Invitation to annual Sponsor reception
  - Opportunity to purchase vendor booth for \$100 (reg. \$175)
- **\$1,000 level: Sponsorship of Festival Mugs (Exclusive, mugs will be sold to Festival guests at reduced price)**
- **Benefits:**
  - Inclusion of “business name/logo on back of mug, with Festival logo on front.
  - Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media
  - Blog post about business on Festival’s Blog
  - Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
  - Two mentions of company/business on main stage before or after performance, pertaining to Posters
  - Article about sponsorship and company/service in BelltownPeople.com (Belltown’s Blog)
  - Invitation to annual Sponsor reception
  - Opportunity to purchase vendor booth for \$100 (reg. \$175)
- **\$1,000 level: Sponsorship of Information Tent (Exclusive)**
- **Benefits:**
  - Inclusion of business name/logo on sign prominently displayed on tent.
  - Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media
  - Blog post about business on Festival’s Blog
  - Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
  - Two mentions of company/business on main stage before or after performance, pertaining to Posters
  - Article about sponsorship and company/service in BelltownPeople.com (Belltown’s Blog)
  - Invitation to annual Sponsor reception
  - Opportunity to purchase vendor booth for \$100 (reg. \$175)

- **\$750 level: Sponsorship of First Aid tent (Exclusive)**
- **Benefits:**
  - Inclusion of business name/logo on sign prominently displayed on tent.
  - Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media
  - Blog post about business on Festival's Blog
  - Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
  - Two mentions of company/business on main stage before or after performance, pertaining to Posters
  - Article about sponsorship and company/service in BelltownPeople.com (Belltown's Blog)
  - Invitation to annual Sponsor reception
  - Opportunity to purchase vendor booth for \$125 (reg. \$175)

#### **IV. Full Performance Stage Sponsor, Series Sponsor**

- **Stage Sponsor**
- **\$12,000 Sponsorship of selected performances, as part of a series (Exclusive)**
- **Benefits:**
  - Stage naming rights
  - Prominent Signage on stage during festival
  - On-stage recognition, prior to each sponsored performance in the series;
  - Prominent recognition as a performance series sponsor, via signage throughout the course of the festival
  - Prominent visibility via displays acknowledging performance series sponsors
  - Artist "Meet and Greet" benefits, based on the interests of the sponsor and the availability of selected artists;
  - Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media
  - Blog post about business on Festival's Blog
  - Credit line in all press releases pertaining to sponsored performances;
  - Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
  - Article about sponsorship and company/service in BelltownPeople.com (Belltown's Blog)
  - Invitation to annual Sponsor reception
  - Complimentary Vendor Booth
- **Performance Sponsor**
- **\$1000-5000 (depending on artist) (Exclusive per artist/performance)**
- **Benefits**
  - Prominent signage on stage during sponsored performance
  - On-stage recognition, prior to each sponsored performance in the series;
  - Prominent recognition as a performance series sponsor, via signage throughout the course of the festival
  - Prominent visibility via displays acknowledging performance series sponsors
  - Artist "Meet and Greet" benefits, based on the interests of the sponsor and the availability of selected artists;
  - Inclusion of corporate logo in section of the Festival Website, print material, Festival poster, and festival social media
  - Blog post about business on Festival's Blog
  - Credit line in all press releases pertaining to sponsored performances

- Opportunity to showcase business in the festival's Raffle (with a donation of a product or service)
- Article about sponsorship and company/service in BelltownPeople.com (Belltown's Blog)
- Invitation to annual Sponsor reception
- Complimentary Vendor Booth

## **V. Festival Sponsor**

- **\$50,000+**
- Benefits:
  - "Naming opportunity" for corporate recognition in connection with a festival performance series
  - Custom sponsorship package available, based upon needs. Please contact ASAP.

For more information on how your company can become involved with the Seattle Founders Festival, or for custom sponsorship opportunities, please contact:

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