

## SPONSOR BENEFITS FOR SIGNATURE EVENTS

### ***Lead Sponsorship (\$5,000 per event; \$7500 for both)***

#### **Sourland Music Festival**

- Major event sponsor banner (provided by the Sponsor) above the stage
- VIP seating under tent with signs
- Lead Sponsor prominently mentioned on all posters, flyers, radio, web, social media, email blast, newsletter, and newsprint ads
- Full-page advertisement in the souvenir program
- 15 free tickets to the Festival

#### **Sourland Spectacular**

- Major event sponsor banner (provided by the Sponsor) at the staging area
  - Full sponsorship at all rest stops
  - Lead Sponsor prominently mentioned on all posters, flyers, radio, web, social media, email blast, newsletter, and newsprint ads
  - Large advertisement on cyclists' route sheets
  - Up to ten free riders
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### ***Signature Sponsorship (\$3,000 per event; \$4500 for both)***

#### **Sourland Music Festival**

- Sponsor banner (provided by the sponsor) beside the stage
- VIP seating
- Signature Sponsor prominently mentioned on all posters, flyers, radio, web, social media, newsletter and newsprint ads
- Half-page advertisement in the souvenir program
- Eight free tickets to the Festival

#### **Sourland Spectacular**

- Full sponsorship at one rest stop (banner provided by sponsor)
- Signature Sponsor prominently mentioned on all posters, flyers, radio announcements, website, social media, email blast, newsletter and newsprint ads
- Advertisement on cyclists' route sheet
- Up to five free riders.

## ***Basic Sponsorship (\$1,000 per event; \$1750 for both)***

### **Sourland Music Festival**

- Banner (provided by the Sponsor); table/tent space at the Festival
- Quarter-page advertisement in the souvenir program booklet
- Basic Sponsor mention in newsletter, newsprint, website and social media
- Four free tickets to the Festival

### **Sourland Spectacular**

- Shared sponsorship at one rest stop (banner provided by sponsor)
  - Basic Sponsor mention in newsletter, newsprint, website and social media
  - Sponsor listing on back of cyclists' route sheet
  - Up to two free riders
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## ***Friend Sponsorship (\$500 per event; \$750 for both)***

### **Sourland Music Festival**

- "Friend" mention in newsletter, newsprint, website and social media
- One free ticket to the Festival

### **Sourland Spectacular**

- "Friend" mention in newsletter, newsprint, website and social media
- One free rider

***Artisan/Crafter Vendor Sponsorship (\$70 and vendor keeps profits from any sales)***

**Sourland Music Festival**

- Table at the event (tents, signs, etc., provided by the vendor)
- Vendors keeps profits from any sales at the event

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***Main Refreshment Vendor Sponsorship (\$350 per event and vendor keeps profits from sales)***

**Sourland Music Festival**

- Table at the event (tents, signs, tables, equipment, etc., provided by the vendor)
- Vendor keeps profits from any sales at the event
- Mention in newsletter, newsprint, website, social media, and souvenir program book
- One free ticket to the Festival

**Sourland Spectacular**

- Table at the event (tents, signs, tables, equipment, etc., provided by the vendor)
  - Vendor keeps profits from any sales at the event
  - Mention in newsletter, newsprint, website and social media
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**NOTE: Advertisement in Music Festival Souvenir Program Booklet ONLY:**

- Full page: \$500
- Half page: \$250
- Quarter page: \$125