

PATAGONIA

FESTIVAL
a celebration of music and art

We invite you to become a supporter of Patagonia's annual signature event, the Patagonia Fall Festival scheduled for October 13-15, 2017. For more than a quarter century, thousands of visitors have gathered at the Patagonia town park to celebrate music and art.

The Patagonia Fall Festival is known as one of Arizona's best small town celebrations. It is a genuine community event, with local residents, town staff, businesses and non-profit groups working together to create a fun filled weekend.

In 2016, our three-day celebration of music and art drew close to 15,000 people to Patagonia, solidifying the region as a destination for the arts. This is a juried show, creativity and craftsmanship are keystones in our exhibitor's selection process. In 2017 we anticipate even greater attendance drawn by topnotch exhibitors and an expanded music series of internationally recognized talent.

The Festival is a non-profit enterprise of the Patagonia Area Business Association, whose members donate thousands of hours to plan and produce the event. Proceeds help to support the Visitor Center, PABA activities and to improve public space in Patagonia, including the park.

There are several ways you too can support the Patagonia Fall Festival:

- Cash Donations
- In-kind Donations
- Promotional Sponsorships
- Earmarked Sponsorships

Attached are materials describing the different levels of support, a list of facilities and activities that are open for sponsorship, and a forecast of the scope of the advertising and promotional plans.

Please review this information in preparation for your next conversation with a volunteer from the Patagonia Fall Festival.

Sincerely,

Bonnie Maclean
Manager – Patagonia Fall Festival



Sponsorship Benefits

Media Partnerships

In 2017, the Patagonia Fall Festival enjoys the support of a substantial media partner, Wick Communications. Wick is a national publisher of local and regional newspapers, including several in southeast Arizona. Together, these create new multimedia opportunities for sponsor recognition in print newspapers, news websites, and on broadcast and internet streaming radio.

Newspapers and News Sites

Our newspaper partnership includes exposure in several southeast Arizona media, including the *Nogales International*, the *Green Valley News & Sun*, the *Sierra Vista Herald* and *Bisbee Review*. There will be both advertising and editorial opportunities for the top sponsors of the Festival.

Special Section

The official map and program for the Festival will be the centerpiece of a special section to be published by our media partners in the week before the Festival. There will be both advertising and editorial opportunities in the special section, scaled to the level of support from participating sponsors. An estimated 20,000 copies will be distributed in the newspapers and on site at the Festival.

Radio

Our radio advertising includes multiple daily ads scheduled for MixFM and KXCI in Tucson Arizona. Our Presenting sponsor and Patrons receive recognition within these festival promotions.



Sponsorship Opportunities

Presenter (one only)

This is the top sponsor position, which earns the greatest amount of visibility throughout the promotion of the event and at the festival itself. The presenting sponsor will be given a double booth (12x24) in a prime location.

The presenting sponsor will receive prominent recognition on all event-related marketing and promotional materials. This includes:

- Flyers/posters
- Counter cards
- Event programs and maps
- Display advertising, radio, and digital media
- Press releases
- Promotional materials included at information booth and in vendor packets (materials provided by sponsor)
- Event web site, Festival App, and digital outreach – includes link to your website and/or Facebook page.
- Prominent select signage at the event. Size and position is prioritized.
- Promotional banner on Festival App, information page on App
- Live mentions throughout each day on the event public address system. Length and frequency depends on level of support.

Estimated Value: \$4,000



Patron (six offered)

In addition to proportional participation in all Festival promotional efforts and with our partner media, Patrons will be given a single booth (12x12) in a prime location at the Festival and priority participation in our online presence.

Patrons will receive prominent recognition and position on event-related marketing and promotional materials, including:

- Flyers/posters
- Counter cards
- Event programs and maps
- Display advertising, radio, and digital media
- Press releases
- Promotional materials included at information booth and in vendor packets (materials provided by sponsor)
- Event web site, Festival App, and digital outreach – includes link to your website and/or Facebook page.
- Prominent select signage at the event. Size and position depends on level of support.
- Promotional banner on Festival App, information page on App
- Live mentions throughout each day on the event public address system. Length and frequency depends on level of support.

Estimated Value: \$2,000



Earmarked Sponsorships

Businesses who want to earmark their sponsorship at the 2017 Patagonia Fall Festival will be included in:

- Event programs and maps
- Event web site, festival app, and digital outreach
- Promotional materials included at information booth and in vendor packets (materials provided by sponsor)
- Live mentions throughout each day on the event public address system. Length and frequency depends on level of support.

- Prominent signage indicating earmarked sponsorship.
 - Food court
 - Beer and Wine Garden (1 available)
 - Band sponsorship (8 available)
 - Other

Estimated Value: \$500 sponsorship

Also available as add-on:

\$100 sponsor booth (12x12, promotional materials, no direct sales)

\$150 premium sponsor booth (12x12 corner space, promotional materials, direct sales of approved merchandise)

\$50 festival banner to display outside your place of business during Fall Festival

\$50 for 3/\$25 for 1 coupon blasts via Festival App



Associates

Businesses who become Associates at the 2017 Patagonia Fall Festival will be included in:

- Event programs and maps (print deadline August 31)
- Event web site, festival app, and digital outreach
- Promotional materials included at information booth and in vendor packets (materials provided by sponsor)

Estimated Value: \$150 sponsorship

Also available as add-on:

\$100 sponsor booth (12x12, promotional materials, no direct sales)

\$150 premium sponsor booth (12x12 corner space, promotional materials, direct sales of approved merchandise)

\$50 festival banner to display outside your place of business during Fall

Festival

\$50 for 3/\$25 for 1 coupon blasts via Festival App



Friends

Individuals who become Friends of the 2017 Patagonia Fall Festival will be included in:

- Printed thank you in PRT
- Event web site and digital outreach

Estimated Value: \$25 Individual, \$50 Family/business