

Sponsorship Guide 2025



2025 Mahomet Music Festival



AUGUST 22 & 23, 2025

Downtown Main Street- Mahomet, Illinois

Presented by:



www.MahometMusicFest.com



About the Festival

For over 30 years, we have been bringing a family friendly festival to the great people of Mahomet and surrounding communities with the finest live bands that have ever plugged in their guitars. With artists like Lonestar, Phil Vassar, Jordan Davis, Tyler Rich, Joe Nichols, Chris Janson, Sanctus Real, Big Daddy Weave, and many more, each summer downtown Mahomet comes to life with the sounds of national, regional, and local talent!

With a Village population of more than 10,000 and a surrounding area estimated at over 15,000, Mahomet maintains a small town charm with a larger community feel at this festival. The event draws attendees well beyond the 61853 zip code and often from bordering states. Our Main Street comes alive the last weekend of August for FREE live music and fun festivities. Attendees enjoy tasty treats from our Food Court Vendors, they browse and shop from our many Street Vendors, play in our Bags Tournament, enjoy Carnival Rides, laugh with friends, enjoy libations and dinner at the VIP Party Tent, and toast their cups with ice cold beer, Tito's lemonade, or Carbliss beverages presented by the Mahomet Lions Club as they sway to the musical sounds of our two day event.

The continued support of our amazing sponsors, the Village of Mahomet, and the marketing of the festival has allowed us to grow the event from our early days of local entertainment performing on hay bales for a couple hundred folks, to national performers from Nashville entertaining over 25,000 attendees throughout the two-day event.

In order to continue to make the festival possible and keep the music FREE to the community, we need help from area businesses, organizations, churches and individual donors. Consider being a part of the community by supporting the festival this year. Your contribution helps make a difference!

2024 Attendance Break-down

Friday Night Concert 3,100 | Saturday Night Concert 7,000
Two Day All Activities 25,000

Integrated Marketing Benefits

Website Traffic: 69.7K Site Sessions | 21.9K Unique Visitors

Social Followers: 6.2K Followers 756 Followers 1,694 Followers

Official Festival Guide Book: 500 distributed throughout the community

Radio Stations:





Sponsorship Opportunities

Unique In-Part Underwriting Sponsorship:

If you are interested in supporting the festival in a unique and exclusive way, contact MMF Management at admin@mahometmusicfest.com for information, benefits, pricing, and to check availability on being an exclusive event area sponsor.

Platinum Sponsorship \$3,000:

This package has no limit in the number of sponsors. Benefits include:

- Company/Organization Ad featured on Video Boards near Main Stage with minimum of 20 impressions throughout festival weekend
- Company/Organization logo featured on Digital Billboard near Main Street with a minimum of 20 impressions throughout festival weekend
- Company/Organization logo featured on festival website with link to your website
- Company/Organization full-page (8x10 portrait) Ad in Official Festival Guide Book
- Company/Organization mentions on social media outlets, minimum of 10 impressions
- Two Parking Passes for access to reserved Sponsors Lot with shuttle service
- One 10x12 ft Vendor Booth space, located in premier 500 block of Main Street, if desired
- Entertainment Package: 2-VIP Party Tent Passes per night (includes dinner & 2 drinks per pass), 2 Carnival Wristbands per session (Friday night, Saturday day, and Saturday night)
- Autograph photo of Main Stage Entertainment, delivered post-festival

Gold Sponsorship \$1,250:

This package has no limit in the number of sponsors. Benefits include:

- Company/Organization Ad featured on Video Board with minimum of 20 impressions throughout festival weekend
- Company/Organization logo featured on festival website with link to your website
- Company/Organization full-page (8x10 portrait) Ad in Official Festival Guide Book
- Company/Organization mentions on social media outlets, minimum of 5 impressions
- One 10x12 ft Vendor Booth space (location determined by Vendor Coordinator)
- Entertainment Package: Six Beverage Token tickets per day

Silver Sponsorship \$1,000:

This package has no limit in the number of sponsors. Benefits include:

- Company/Organization logo featured on Digital Billboard near Main Street with minimum 20 impressions throughout festival weekend
- Company/Organization name featured on festival website
- Company/Organization half-page (5x10 landscape) Ad in Official Festival Guide Book
- Company/Organization mentions on social media outlets, minimum of 5 impressions
- One 10x12 ft Vendor Booth space (location determined by Vendor Coordinator)
- Entertainment Package: Two Beverage Token tickets per day



Sponsorship Opportunities Continued

Bronze Sponsorship \$750:

This package has no limit in the number of sponsors. Benefits include:

- Company/Organization logo featured on Digital Billboard near Main Street with minimum 5 impressions throughout festival weekend
- Company/Organization name featured on festival website
- Company/Organization quarter-page (2.5x5 inches) Ad in Official Festival Guide Book
- Company/Organization mentions on social media outlets, minimum of 5 impressions
- One 10x12 ft Vendor Booth space (location determined by Vendor Coordinator)

Friends of the Festival Sponsorship \$400

Perfect for groups looking to host a Class Reunion or other group gathering.

This package has no limit in the number of sponsors. Benefits include:

- Name or special MMF approved message featured on Digital Billboard near Main Street with minimum of 5 impressions throughout festival weekend
- Name featured on festival website
- Name recognition and thank you message in the Official Festival Guide Book
- Name recognition and thank you mention on social media outlet with minimum of 1 impression prior to festival weekend
- One 10x12 ft Vendor Booth space (location determined by Vendor Coordinator)

Christian Artist Sponsorship \$300

This package is open to area Churches in support of the Christian Artist performance.

This package has no limit in the number of sponsors. Benefits include:

- Church logo featured on Digital Billboard near Main Street with minimum 10 impressions throughout festival weekend
- Church name featured on festival website
- Church quarter-page (2.5x5 inches) Ad in Official Festival Guide Book
- Church mentions on social media outlets, minimum of 2 impressions
- One 10x12 ft Vendor Booth space (location determined by Vendor Coordinator)

Register online or Complete Sponsorship Form & Return to :



MAHOMET MUSIC FESTIVAL

PO Box 904

Mahomet, IL 61853

(217) 800-1026

www.MahometMusicFest.com

General Questions: admin@mahometmusicfest.com

Vendor Questions: vendor@mahometmusicfest.com

Benefits/Advertising Questions: media@mahometmusicfest.com

