

Sponsorship Guide 2023



2023 Mahomet Music Festival



AUGUST 25 & 26, 2023

Downtown Main Street- Mahomet, Illinois

Presented by:



www.MahometMusicFest.com



About the Festival



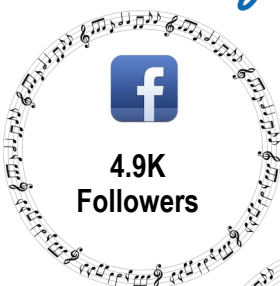
For over 25 years, we have been bringing a family friendly festival to the great people of Mahomet and surrounding communities with the finest live bands that have ever plugged in their guitars. With artists like Lone Star, Phil Vassar, Jordan Davis, Tyler Rich, Joe Nichols, Rodney Atkins, Building 429, Carrolton, Big Daddy Weave, along with many more national acts, regional and local talent, we have been able to bring the community together to close out the summer. Our annual festival takes place on the last Saturday & Sunday of August each year.

With a Village population of 8,400 and a surrounding area estimated at 15,000, Mahomet maintains a small town charm with a larger community feel at this festival. We draw attendees beyond the 61853 zip code. Attendees will step onto Main Street as it comes alive with various Street Vendors showcasing their business, art, and/or crafts; they will enjoy a variety of tasty treats from our Food Court Vendors; have an opportunity to try their hand in our annual Bags Tournament; watch their young ones laugh and smile as they take a spin on our Carnival Rides; they will meet up with friends to enjoy a night of libations and dinner with a VIP Party Tent experience; toast their cups as they enjoy ice cold beer or Tito's lemonade presented by the Mahomet Lions Club; and sway to the musical sounds of the FREE entertainment during the two day event.

The continued support of our amazing sponsors, the Village of Mahomet, and the marketing of our festival has allowed us to grow the event from our early days of a local entertainment performing on hay bales for a few hundred attendees, to national performers from Nashville entertaining thousands on a large stage. In 2021, the Village expanded the ground space and we were able to add more features to the festival, which presents more interest from national performers to perform in Mahomet, based on site requirements being met.

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

Integrated Marketing Benefit



WEBSITE TRAFFIC:

32.4K Site Sessions
14.4K Unique Visitors

RADIO STATIONS:

WIXY 100.3, WIXY CLASSIC 99.1, MIX 94.5

NEWSPAPER FEATURE:

MAHOMET DAILY, NEWS-GAZETTE

OFFICIAL FESTIVAL GUIDE BOOK:

500 distributed throughout the community

Sponsorship Opportunities

UNIQUE IN-PART UNDERWRITING SPONSORSHIP

If you are interested in supporting the festival in a unique & exclusive way, contact MMF Management at 217-800-1026 for information, benefits, pricing, & to check availability on being a Food Court, Parade, Park & Ride, Medical Services, Vendors & Artist Village, Second Stage, Carnival or Bags Tournament Sponsor

PLATINUM SPONSORSHIP \$2,500 (or \$2,250 with 2-year commitment)

This package has no limit in the number of sponsors. Save \$250/year with a 2-year commitment!

Benefits Include:

- ◆ Company/Organization logo displayed on Main Stage banner
- ◆ Company/Organization logo featured on festival website with link to your website
- ◆ Company/Organization ad featured for 30 seconds on Video Board with minimum of 20 impressions throughout the weekend
- ◆ Company/Organization full-page (8x10 portrait) ad in Official Festival Guide Book
- ◆ Company/Organization mentions on social media outlets, minimum of 10 impressions
- ◆ Two on-site Parking Passes for access to reserved Sponsors Lot
- ◆ One 10 x 12 ft Vendor Booth space, located in premier 500 block of Main Street
- ◆ Entertainment Package: Two VIP Party Tent passes & two Carnival wristbands, per day
- ◆ Autograph photo of Main Stage entertainment

GOLD SPONSORSHIP \$1,250

This package has no limit in the number of sponsors.

Benefits Include:

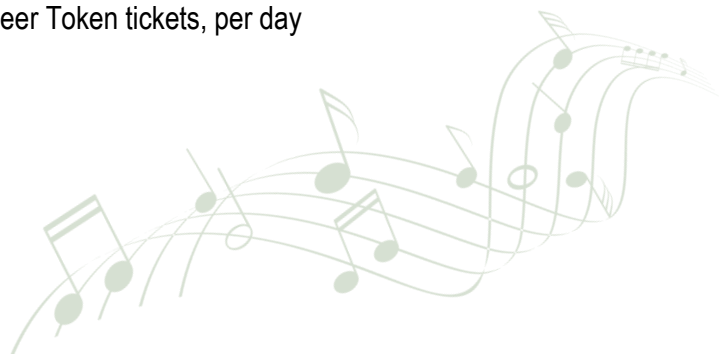
- ◆ Company/Organization logo featured on festival website with link to your website
- ◆ Company/Organization ad featured for 20 seconds on Video Board with minimum of 20 impressions throughout the weekend
- ◆ Company/Organization full-page (8x10 portrait) ad in Official Festival Guide Book
- ◆ Company/Organization mentions on social media outlets, minimum of 5 impressions
- ◆ One 10 x 12 ft Vendor Booth space, located in premier location of Main Street
- ◆ Entertainment Package: Four Beer Token tickets, per day
- ◆ Autograph photo of Main Stage entertainment

SILVER SPONSORSHIP \$750

This package has no limit in the number of sponsors.

Benefits Include:

- ◆ Company/Organization name recognition on festival website
- ◆ Company/Organization logo featured on Video Board with minimum of 10 impressions throughout the weekend
- ◆ Company/Organization half-page (5x10 landscape) ad in Official Festival Guide Book
- ◆ Company/Organization mentions on social media outlets, minimum of 3 impressions
- ◆ One 10 x 12 ft Vendor Booth space
- ◆ Entertainment Package: Two Beer Token tickets, per day





Sponsorship Opportunities

BRONZE SPONSORSHIP \$500

This package has no limit in the number of sponsors.

Benefits Include:

- ◆ Company/Organization name recognition on festival website
- ◆ Company/Organization logo featured on Video Board with minimum of 10 impressions throughout the weekend
- ◆ Company/Organization quarter-page (2.5x5 portrait or landscape) ad in Official Festival Guide Book
- ◆ Company/Organization mentions on social media outlets, minimum of 2 impressions
- ◆ One 10 x 12 ft Vendor Booth space

EMERALD SPONSORSHIP \$350

This package has no limit in the number of sponsors.

Benefits Include:

- ◆ Company/Organization name recognition on festival website
- ◆ Company/Organization logo featured on Video Board with minimum of 10 impressions throughout the weekend
- ◆ Company/Organization name recognition & thank you in Official Festival Guide Book
- ◆ Company/Organization mentions on social media outlets, minimum of 1 impression
- ◆ One 10 x 12 ft Vendor Booth space

CHRISTIAN ARTIST SPONSORSHIP \$275

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 name recognition on festival website
- ◆ Church quarter-page (2.5x5 portrait or landscape) ad in Official Festival Guide Book
- ◆ Church logo recognition for 20 seconds on Video Board with minimum of 5 impressions throughout the weekend
- ◆ Company/Organization mentions on social media outlets, minimum of 2 impressions
- ◆ One 10 x 12 ft Vendor Booth space

FRIENDS OF THE FESTIVAL \$DONATION

Determine your donation amount to say thank you to the Mahomet community.

Benefits Include:

- ◆ Thank you mention in Official Festival Guide Book
- ◆ Thank you recognition on social media outlet, minimum 1 impression.

Complete your Sponsorship Form Today!

RETURN COMPLETED SPONSORSHIP FORM TO:

MAHOMET MUSIC FESTIVAL

PO Box 904

Mahomet, IL 61853

217-800-1026

admin@mahometmusicfest.com

www.MahometMusicFest.com