

Sponsorship Guide 2026



2026 Mahomet Music Festival



AUGUST 28 & 29, 2026

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!

2025 Attendance Break-down

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

Integrated Marketing Benefits

Website Traffic: 71.3K Site Sessions | 32.9K Unique Visitors

Social Followers:  6.2K 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 Michelle Luksander at **217-390-6309** 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:

- Static logo or message on the Main Street digital board a minimum of 30 times over the weekend
- 30-second video ad aired 30+ times on our festival video board at Main Stage area
- Logo with link to your website on the official Mahomet Music Festival website
- Minimum of 10 social media posts recognizing your business
- Full-page (8"x10") color ad in the official Festival Guidebook
- 10' x 12' vendor booth in the 500 block of Main Street near Concert Lawn area
- VIP PERKS: 2 parking passes + 2 VIP Party Tent passes per day (includes food & four drink tickets per pass) + 2 carnival wristbands per session (Fri night, Sat day, Sat night)
- Autograph photo of the Main Stage entertainment will be delivered post-festival

Gold Sponsorship \$2,000:

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

- Static logo or message on the Main Street digital board a minimum of 15 times over the weekend
- 30-second video ad aired 20+ times on our festival video board at Main Stage area
- Logo with link to your website on the official Mahomet Music Festival website
- Minimum of 5 social media posts recognizing your business
- Half-page (8"x5") color ad in the official Festival Guidebook
- 10' x 12' vendor booth, location determined by MMF Vendor Coordinator
- Six beverage tickets per day

Silver Sponsorship \$1,000:

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

- Static logo or message on the Main Street digital board a minimum of 10 times over the weekend
- Logo with link to your website on the official Mahomet Music Festival website
- Minimum of 3 social media posts recognizing your business
- Half-page (8"x5") color ad in the official Festival Guidebook
- 10' x 12' vendor booth, location determined by MMF Vendor Coordinator
- Four beverage tickets per day





Sponsorship Opportunities Continued

Bronze Sponsorship \$750:

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

- Static logo or message on the Main Street digital board a minimum of 5 times over the weekend
- Company name featured on the official Mahomet Music Festival website
- Quarter-page (2.5"x5") color ad in the official Festival Guidebook
- 10' x 12 ' vendor booth, location determined by MMF Vendor Coordinator
- Two beverage tickets per day

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:

- Static logo or message on the Main Street digital board a minimum of 5 times over the weekend
- Name featured on the official Mahomet Music Festival website
- Name recognition in the official Festival Guidebook
- 10' x 12 ' vendor booth, location determined by MMF 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:

- Static logo or message on the Main Street digital board a minimum of 10 times over the weekend
- Church name featured on the official Mahomet Music Festival website
- Quarter-page (2.5"x5") color ad in the official Festival Guidebook
- 10' x 12 ' vendor booth, location determined by MMF Vendor Coordinator

Register Online at

www.MahometMusicFest.com/sponsor-form



MAHOMET MUSIC FESTIVAL
PO Box 904
Mahomet, IL 61853
(217) 800-1026

www.MahometMusicFest.com

Questions: media@mahometmusicfest.com

