

## Ichthus Festival: The Relaunch Event

September 18, 2021

Servant Heart Farm – Wilmore, KY



### ABOUT

Since 1970 Ichthus Festival has been a huge gathering of family friendly Christian entertainment drawing thousands of people each year to central Kentucky from all over the region. This tradition ended in 2015, but we're excited to be bringing back this legendary event and rededicate it to the mission of sharing the love and hope of Jesus once again!

### EVENT

**Ichthus: The Relaunch Event** is a one-day festival designed to share the vision of the festival going forward, get people excited for the festival's return, and most importantly give an opportunity for people to gather and worship on the festival grounds with chart-topping Christian artists both past and present.

## PARTNERSHIP OPPORTUNITIES

<b>PLATINUM PARTNER</b>	<b>GOLD PARTNER</b>
<b>\$10,000</b> <ul style="list-style-type: none"><li>• Partner's logo on all festival posters &amp; other printed promo materials (top placement)</li><li>• Partner's logo on festival's webpage header (visible on all festival pages)</li><li>• Partner mentioned in radio &amp; video advertisements</li><li>• Banner placement at main stage</li><li>• Minimum 5 mentions by festival emcee</li><li>• Stage time before headliner for your representative to talk about your organization</li><li>• Priority booth placement in high-traffic area</li><li>• 2 dedicated email blasts to all festival ticket holders (1 before festival &amp; 1 following)</li><li>• Partner's logo listed in all email blasts to attendees and opt in email list</li><li>• 20 Meet &amp; Ticket tickets to the festival</li><li>• 20 General Admission tickets to the festival</li></ul>	<b>\$5,000</b> <ul style="list-style-type: none"><li>• Partner's logo on all festival posters (footer placement)</li><li>• Partner's logo on festival's webpage (sponsor section)</li><li>• Banner placement at main stage</li><li>• Minimum 2 mentions by festival emcee</li><li>• Stage time for your representative to talk about your organization (prior to second to close artist)</li><li>• Priority booth placement in high-traffic area</li><li>• Partner's logo listed in all email blasts to attendees and opt in email list</li><li>• 10 Meet &amp; Greet tickets to the festival</li><li>• 10 General Admission tickets to the festival</li></ul>
<b>SILVER PARTNER</b>	<b>BRONZE PARTNER</b>
<b>\$2,500</b> <ul style="list-style-type: none"><li>• Partner's logo on all festival posters (footer placement)</li><li>• Partner's logo on festival's webpage (sponsor section)</li><li>• Banner placement at festival main entrance</li><li>• Minimum 1 mention by festival emcee</li><li>• Stage time for your representative to talk about your organization (prior to third to close artist)</li><li>• Priority booth placement in high-traffic area</li><li>• Partner's logo listed in all email blasts to attendees and opt in email list</li><li>• 15 General Admission tickets to the festival</li></ul>	<b>\$1,500</b> <ul style="list-style-type: none"><li>• Partner's logo on festival's webpage (sponsor section)</li><li>• Minimum 1 mention by festival emcee</li><li>• Priority booth placement in high-traffic area</li><li>• Partner's logo listed in all email blasts to attendees and opt in email list</li><li>• 10 General Admission tickets to the festival</li></ul>

## **ADDITIONAL PARTNERSHIP OPPORTUNITIES**

### **FAMILY ACTIVITY ZONE**

**Donation: \$1,500**

Help us supply the fun! Inflatable, bouncing fun plus some family games and activities are planned for this area. A great opportunity for families to bond over some friendly competition and the little ones to burn off some energy between listening to the music. Banner with partner's name/logo will be displayed near this area plus partner will also receive recognition on the festival's website and in an email to ticket holders prior to the event.

### **PRAYER TENT**

**Donation: \$500**

Prayer is a huge part of Ichthus! The event has been covered in prayer long before the crowds step foot on the festival grounds. However, we plan on having a designated place for those wishing to pray to go to during the event. We are looking for a church or business willing to help us with the cost of setting up this prayer tent. Approved church or organization will also have the option of staffing the prayer tent with your own pastors/volunteers or using festival volunteers (or a combination of both). A banner with the partner's name/logo will be displayed on the outside of the Prayer Tent and partner will also receive recognition on the festival's website and in an email to ticket holders prior to the event.

### **VOLUNTEER T-SHIRT PARTNER**

**Donation: \$400**

Help us provide a t-shirt to every volunteer at the event! Your organization's logo will be printed on the back of the t-shirts, and you'll receive recognition on the festival website.

### **PREMIUM RESTROOMS**

**Donation: \$2,500**

What's the worse part of festivals? Portable toilets! Be a festival hero by sponsoring a luxury restroom trailer at the festival which, if sponsored, will be made available in addition to the standard portable toilets. Attendees can purchase a Premium Restroom pass for the day for a small donation toward the ministry producing Ichthus (\$5-\$10 per person). Standard portable toilets will be available on site for free. Partner will have a banner displayed at the restroom trailer, recognition on the festival website, and included in an email going out to all festival ticket holders prior to the event.

### **WRISTBAND SPONSOR**

**Donation: \$400**

Have your organization's logo printed on all wristbands worn by festival attendees.

### **MEET & GREET SPONSOR**

**Donation: \$350**

Banner placement outside Meet & Greet tent plus recognition on festival website. Organization may also have information table inside the Meet & Greet tent for people to view and take your materials while waiting in line for their Meet & Greet. Includes 4 Meet & Greet tickets.

### **PARKING LOT SPONSOR**

**Donation: \$750**

Banner placement at festival main entrance plus a printed postcard sized ad for your organization on the back of parking ticket handed out to each car entering the festival grounds to be displayed on the car's dash. Every family entering the festival will receive your advertisement!

## BOOTH SPACE

Please note: Booth space is included in the Platinum, Gold, Silver, and Bronze Partnership levels above (with premium placement). However, if your organization would prefer just to have booth space at the event the rates are as follows:

BOOTH SPACE IN VENDOR/ARTIST MERCH TENT	SPACE OUTSIDE VENDOR TENT
<b>For Profit: \$400 + 10% of gross sales or donations collected</b> <b>Non-Profit: \$300 + 10% of gross sales or donations collected</b>	<b>For Profit: \$300 + 10% of gross sales or donations collected</b> <b>Non-Profit: \$200 + 10% of gross sales or donations collected</b>
<ul style="list-style-type: none"><li>• 10' wide by 8' deep</li><li>• Inside high traffic main vendor tent near artist merch</li><li>• 8' table and 2 chairs included</li><li>• Electricity available for \$25</li><li>• 2 event tickets for your staff (additional tickets may be purchased)</li></ul>	<ul style="list-style-type: none"><li>• 10' x 10' – Provide your own tent/canopy</li><li>• No electricity, tables, or chairs provided</li><li>• 2 event tickets for your staff (additional tickets may be purchased)</li></ul>

## MINISTRY DETAILS

Ichthus Festival is produced by Fuse Ministries, a 501c3 non-profit ministry dedicated to using music to share the love & hope of Jesus Christ. Our prayer is that Ichthus Festival becomes a beacon of hope to central Kentucky and the surrounding region once again and we are committed to helping make that a reality. Any funds left over at the end of Ichthus will be reserved for the next Ichthus to solidify it in its mission.

## QUESTIONS & NEXT STEPS

If you have any questions about the partnership opportunities listed above or if you would like to propose a unique partnership please reach out via email at [info@fuseconcerts.org](mailto:info@fuseconcerts.org). To secure one of these partnership opportunities you can sign up on our website ([www.FuseConcerts.org/ichthussponsors](http://www.FuseConcerts.org/ichthussponsors)) or email us to get started. Thank you in advance for your interest and support of this ministry!

## CONTACT

Website: [www.ichthusfest.org](http://www.ichthusfest.org)

Email: [info@fuseconcerts.org](mailto:info@fuseconcerts.org)

Brian Sawyer

Founder/President, Fuse Ministries

[brian@fuseconcerts.org](mailto:brian@fuseconcerts.org)

508-296-0086

