



2020 SPONSORSHIP OPPORTUNITIES



ABOUT CONNECT FEST

Connect Festival is the largest free-admission outreach music festival in the Northeast. Held every other year at the Cape Cod Fairgrounds in Falmouth Massachusetts. Connect is a blend of music, food, family-friendly activities, shopping, and most importantly, a celebration of the love and hope we have in Jesus. The festival is produced by the 501c3 non-profit ministry, Fuse Concerts, and is funded by our sponsors and donors.

A MESSAGE FROM OUR FOUNDER

Thank you for looking over the sponsorship opportunities at Connect Festival 2020. This is a truly unique event that brings thousands of people from all over our region and reaches thousands more through our marketing efforts. It's a great opportunity to showcase your brand or organization to a large number of loyal consumers that love supporting like-minded businesses that share their values. At the same time that we're helping showcase your brand, you are helping us in our mission to share the love of Christ to our communities! Thanks you again!

- Brian Sawyer, Founder



THE NUMBERS

TICKET PRICE

\$0

General Admission tickets are 100% free of charge to make sure everyone can attend the festival!

2018 ATTENDANCE

3,000+

In our first year on Cape Cod we had well over 3,000 people in attendance!

EXPECTED 2020 ATTENDANCE

~4,000

With the momentum from the 2018 festival and expanded marketing, we expect to be around the 4,000 mark in 2020!

CONNECT
FESTIVAL





MARKETING REACH

- > Thousands of Email Subscribers
- > Extensive Social Media Ad Campaign
- > 5,000+ Posters Printed & Distributed
- > Direct Mail to Past Attendees & Donors
- > Radio Campaign on Multiple Networks
- > Speaking at Local Churches & Events

TITLE PARTNER \$10,000 Donation

A Title Partnership puts your organization's name front and center, not only at the festival, but on all marketing materials leading up to the festival.

- Partner's name/logo on top of all festival posters, postcards, banners, videos, and other promotional materials.
- Partner's name/logo on festival website viewable from every page and linked to your website.
- Partner's name/logo included in all email marketing for the festival.
- Naming rights for the Main Stage (example: The [Your Organization] Main Stage).
- Name recognition on all radio and video advertising. (example: Connect Festival, sponsored by [Your Organization]).
- Detailed information about your organization on the sponsors page of the festival website linked to your website.
- Banner placement at Main Stage.
- Priority placement of additional banners around festival grounds.
- A minimum of five (5) stage mentions from the Main Stage by festival emcee as well as a minimum of five (5) more mentions each at secondary stages.
- Up to five (5) minutes of stage time on the Main Stage for a representative from your organization to talk about your organization.
- Priority booth placement in a high-traffic area near the festival entrance.
- Full page color ad in festival program booklet with priority placement.



SUSTAINING PARTNER \$7,500 Donation

A Sustaining Partnership helps sustain Connect Festival as a life-changing experience while providing great exposure for your organization or brand.

- Partner's name/logo on festival posters.
- Partner's name/logo on festival website with priority placement just under Title Partner.
- Banner placement near Main Stage and one (1) additional banner with priority placement on festival grounds.
- A minimum of two (2) stage mentions by festival emcee from the Main stage and three (3) mentions on each of the secondary stage(s).
- Up to three (3) minutes of stage time to talk about your organization from the Main Stage.
- Priority placement of booth space in a high-traffic area.
- Full page ad in festival program.



SUPPORTING PARTNER

\$5,000 Donation

A Supporting Partnership helps bring Christian artists and teachers to New England while providing great exposure for your organization or brand.

- Partner's name/logo on festival posters.
- Partner's name/logo on festival website with priority placement just under Title and Sustaining Partners.
- Banner placement around main stage area and up to one (1) additional banner around the festival grounds.
- A minimum of one (1) stage mention by festival emcee from the Main Stage and two (2) additional mentions on each of the secondary stage(s).
- Up to three (3) minutes of stage time for a representative from your organization to address the crowd.
- Booth placement in high-traffic area.
- Half page ad in festival program.

OTHER PARTNER OPPORTUNITIES

FAMILY ACTIVITY ZONE PARTNER

\$1,250 Donation

The Family Activity Zone will feature inflatables, games, face painting, and more fun activities for all ages.

- Naming rights for the Family Activity Zone (example: The [Your Organization] Family Activity Zone).
- Sign/Banner placement in Family Activity Zone.
- Booth placement in high-traffic area near Family Activity Zone.
- Partner's name/logo on festival website (partners page & page detailing the Family Activity Zone).
- One (1) stage mention from each stage by festival emcee(s).
- Quarter page ad in festival program.





SECONDARY STAGE PARTNER

\$1,250 Donation

This partnership allows us to provide top quality production at the Secondary Stage at the festival and feature some of the region's top artists and speakers.

- Naming rights for the Secondary Stage (example: The [Your Organization] Stage).
- Partner's name/logo on festival website.
- Banner placement at stage.
- Up to five (5) minutes of stage time on stage to talk about your organization.

MEET & GREET SPONSOR

\$850 Donation

- Banner displayed in Meet & Greet area
- Quarter page program ad
- Logo on festival website

WRISTBAND SPONSOR

\$400 Donation

- Logo printed on festival wristbands worn by every festival attendee
- Logo on festival website

VOLUNTEER T-SHIRT

\$400 Donation

- Logo printed on all volunteer t-shirts
- Logo of festival website

SPONSORED WORKSHOP

\$750 Donation

- Hold a workshop on your organization's products or services during the festival (approval required)
- Workshop included on festival schedule both online and in printed program

PROGRAM BOOKLET ADVERTISING

Program booklets will be passed out to each attendee as they enter which includes information about the festival, the stage and artist schedules, Meet & Greet information, a festival map, and much more. Attendees will be referring to the program booklet throughout the day and many take the program home as a keepsake.

Advertising is a great way to share about your business, church, or organization.

Ad artwork should be print ready. Our festival graphic designer is available to design your ad for a \$75 fee.

<u>Ad / Placement</u>	<u>Size</u>	<u>Donation</u>
Back Cover	5.5x8.5	\$500
Inside Cover	5.5x8.5	\$400
Full Page	5.5x8.5	\$300
Half Page	5.5x4.25	\$200
Quarter Page	2.75x4.25	\$125



VENDOR & INFORMATION BOOTHS

Get in front of thousands of festival attendees to spread the word about your business or organization. Booth space typically sells out so reserve your space early!

	<u>Non Profit</u>	<u>For Profit</u>
Main Stage Area (10'x10')	\$350	\$450
Main Stage Area (10'x20')	\$700	\$900
Second Stage Area	\$250	\$350
10'x10' Pop Up Canopy Rental	\$150	\$200
Electric at Booth	\$25	\$35
Table Rental (each)	\$20	\$30
Chair Rental (each)	\$10	\$20

Main Stage Area will be along main walkway between main gate and the Main Stage. Second Stage Area will be along walkway to the Secondary Stage.

Organizations wishing to sell items or collect donations at their booth must agree to donate 10% of gross proceeds back to the ministry in addition to the rental rates above.

Questions?

Email: info@fuseconcerts.org

Website: www.ConnectFestival.org

