



MONTANA FOLK FESTIVAL
BUTTE, MONTANA
July 13-15, 2012

Stage Sponsorship – DANCE PAVILION (1)

This large tented site is dedicated to participatory dancing of all kinds and will run both day and evening. A wide variety of dance music: blues, Cajun, Latin, polka, zydeco, old-time, western swing, rhythm and blues, rockabilly, reggae, and more offers festival attendees the opportunity to “dance ’til they drop.”

1. Stage Exclusivity

- Sponsor will receive naming rights to one entertainment stage
- Pass-through rights available (pre-approval required)

2. Media

- Sponsor logo displayed in newspaper ads
- Sponsor logo with hyperlink prominently displayed on website
- Sponsor logo on pre-festival brochures, rack cards
- Sponsor logo and/or name recognition on thousands of pocket schedules
- Sponsor will receive full page ad in official 48-page festival program book
- Identification as stage sponsor in all press releases, newsletters, emails
- Sponsor logo inclusion on 30-second television messages to air throughout May and June
- Sponsor recognition on radio ads

3. On-Site

- Sponsor logo on signage at designated stage
- Opportunity to display table tents on seating tables at stage
- Sponsor representatives may serve as stage announcers
- Sponsor representative may address the audience from designated stage
- Sponsor banners located throughout the festival site
- Logo recognition on Sponsor “Thank You” boards
- Sponsor will receive use of a 10’ x 10’ promotional tent
 - On-site sales rights
 - Couponing, sampling, demonstrations, displays, sweepstakes
 - Interactive experience to engage attendees
- Opportunity to create a proprietary component

- Sponsor recognition in frequent stage announcements

4. Miscellaneous

- Passes to VIP reception
- Passes to VIP parking
- Rights to use Montana Folk Festival marks until December 31, 2012
- Employee volunteer opportunity

Dance Pavilion Sponsorship

\$50,000.00