



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

Stage Sponsorship – DAYTIME STAGE

Daytime stages offer music and dance performances and popular thematic talk/demonstration sessions featuring festival performing artists from Noon-6:00 p.m. on festival weekend.

1. Stage Exclusivity

- a. Sponsor receives naming rights to one entertainment stage
- b. Pass-through rights available (pre-approval required)

2. Media

- a. Sponsor logo displayed in newspaper ads
- b. Sponsor logo with hyperlink prominently displayed on website
- c. Sponsor logo on pre-festival brochures, rack cards
- d. Sponsor logo and/or name recognition on thousands of pocket schedules
- e. Sponsor will receive full page ad in official 48-page festival program book (*inserted into daily and weekly papers throughout state*)
- f. Identification as Stage sponsor in all press releases, newsletters, emails, etc.

3. On-Site

- a. Sponsor logo on signage at designated stage
- b. Opportunity to display table tents on seating tables at stage
- c. Sponsor representatives may serve as stage announcers.
- d. Sponsor representatives may address the audience from stage
- e. Sponsor banners located throughout the festival site
- f. Logo recognition on Sponsor "Thank You" boards
- g. Sponsor will receive use of a 10' x 10' promotional tent
 - o On-site sales rights
 - o Couponing, sampling, demonstrations, displays, sweepstakes
- h. Opportunity to create a proprietary component
- i. Sponsor recognition in all stage announcements

4. Miscellaneous

- a. Passes to VIP reception
- b. Passes to VIP parking
- c. Rights to use Montana Folk Festival marks until December 31, 2012
- d. Employee volunteer opportunities

Stage Sponsorship (2 available)

\$35,000.00