



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

FAMILY ACTIVITIES AREA AND STAGE

The Family Activities Area features storytelling, workshops, parades, interactive music, quiet games and active games, hands-on crafts and other creative learning opportunities for young audiences and their families. The Family Stage features a variety of performances including puppetry, music, dance and other art forms, all designed to be fun for both children and adults.

1. Area/Stage Exclusivity

- Sponsor will receive presenting rights to the Family Activities Area and Stage

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 pocket schedule
- Sponsor will receive full page ad in official 48-page festival program book *(inserted into newspapers throughout Montana)*
- Identification as Stage sponsor in all press releases, newsletters, emails, etc.
- 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 Family stage
- Sponsor representatives may serve as local stage announcers
- Sponsor representative may address the audience from Family 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
- Sponsor recognition in 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 opportunities

Family Activities Area Sponsorship (1 available)

\$25,000.00