



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

MAIN STAGE SPONSORSHIP -- ORIGINAL AMPITHEATRE

The Ampitheatre is the festival's largest-capacity venue. It has an open-air seating area and covered stage that will run both day and evening, showcasing a variety of the festival's most popular artists whose concert presentations are appropriate for large audiences. In the past, this stage has been the site of day-long live festival broadcasts.

1. Stage Exclusivity

- Sponsor will receive naming rights to the largest entertainment stage
- Pass-through rights available

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 festival program guide (*inserted into newspapers throughout Montana*)
- Identification as Stage sponsor in all press releases, newsletters, emails, etc.
- 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 (if applicable)
- Sponsor representatives may serve as stage announcers
- Sponsor representative may address the audience from 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 (subject to approval)
- Sponsor recognition in stage announcements

4. Miscellaneous

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

Amphitheatre Stage Sponsorship (1 available)

\$ 75,000.00