

SPONSORSHIP OPPORTUNITIES FOR 2020

TITLE SPONSOR: \$7,500

- Branding throughout the festival grounds as “Roots & Vines, Presented By (Sponsor).”
- Logo on all festival glassware. (2,500 total)
- Main Stage Banner Placement with prominent Logo.
- One 10X10 booth space to display and/or sell items within the festival grounds.
- Inclusion in all press releases related to the festival
- Inclusion in a minimum of 500 TV Ads running throughout the Yakima Market
- Inclusion in a minimum of 450 Radio Ads aired on Stephens Media Group Stations. (The Hawk, Cherry, etc.)
- Name/Logo inclusion on all signs, ads, and promo materials surrounding the festival including large street banner hanging over Yakima Avenue for at least on week prior to the festival.
- Premier Placement on website banner, social media site and online advertising.
- Name inclusion on all social media posts and marketing.
- Name Mentions from the stage during the duration of the event
- 20 Complimentary passes to the event.



STAGE SPONSOR: \$3,500

- Main Stage Banner Placement with prominent Logo Naming as Stage Sponsor.
- Inclusion in a minimum of 50% of TV Ads running throughout the Yakima Market
- Inclusion in a minimum of 50% of Radio Ads aired on Stephens Media Group Stations. (The Hawk, Cherry, etc.)
- Logo inclusion on posters.
- Name Mentions from the stage during the event.
- 10 Complimentary passes to the event.

**This package can be combined with Downtown Summer Night's Stage Sponsorship running from June 11th- August 13th, 2022. Increase your brand presence all summer long by sponsoring the stage at both events! More Details upon request.*



SELFIE STATION: \$1,000- The Selfie Station will have an event backdrop featuring your sponsor logo. Hundreds of attendees will share their photos on social media with your logo in the background.

- Logo inclusion on posters, website and social media.
- Name Mentions from the stage during the event encouraging attendees to share photos with #(sponsor)rootsvines2020. Example: #pepsirav2020
- 4 Complimentary passes to the event.

**This package can be combined with Downtown Summer Night's Stage Sponsorship running from June 11th- August 13th, 2022. Increase your brand presence all summer long by sponsoring the selfie station at both events! More Details upon request.*

