

MID WEST MUSIC FEST 2020

CORPORATE SPONSORSHIP OPPORTUNITIES

SEPTEMBER 11-12 LA CROSSE

Associate your business with a unique non-profit with a proven track record. Our audience is broad, with half of attendees being 18-35 years old and half of attendees being 36 years old and above.

Based on an in-person survey and online evaluation our 2019 data reflects that our customers of the festival spent over \$500,000 in our two communities while at our events. Dollars were spent on hotel, food, drinks, shopping, and gas. Some customers spent \$300-\$500 per day.

- MWMF 2019 in La Crosse included 2000+ attendees
- the Fest program and APP were seen by over 25,000 people
- In 2019, through sponsor partners, we had \$50,000 in media sponsorships, which helped to amplify the involvement of all of our sponsors
- Social media, print ads, and articles reached up to a million people during the months leading up to and during the festival

\$10,000 STAGE SPONSOR LEVEL

- Sponsorship Banner
- (2) Full page advertisements in the Festival Listener's Guides
- Corporate banner on MWMF website for 12 months
- Corporate hyper-link on E-news for 12 months
- Corporate logo listing on poster and mobile APP
- Corporate name listed in Listener's Guide
- Corporate Listing on Sponsorship Board
- (20) 2-Day Tickets

\$5,000 STAGE SPONSOR LEVEL

- Sponsorship Banner
- Full page advertisement in the Festival Listener's Guide
- Corporate banner on MWMF website for 6 months
- Corporate hyper-link on E-news for 12 months
- Corporate logo listing on poster and mobile APP
- Corporate name listed in Listener's Guide
- Corporate Listing on Sponsorship Board
- (10) 2-Day Tickets

INTERESTED IN SPONSORSHIP?

Contact MWMF Managing Director Abby Lee at 507-450-7600 or Abby@midwestmusicfest.org

\$2,500 STAGE SPONSOR LEVEL

- Sponsorship Banner
- Full page advertisement in the Festival Listener's Guide
- Corporate banner on MWMF website for 3 months
- Corporate logo listing on poster and mobile APP
- Corporate name listed in Listener's Guide
- Corporate Listing on Sponsorship Board
- (5) 2-Day Tickets

\$1,000 COMMUNITY SPONSOR LEVEL

- 1/2 page advertisement in the Festival Listener's Guide
- Corporate banner on MWMF website for 3 months
- Corporate listing on website and mobile APP
- Corporate name listed in Listener's Guide
- Corporate Listing on Sponsorship Board
- (4) 2-Day Tickets (either city)

\$500 HEADLINER SPONSOR LEVEL

- 1/4 page advertisement in the Festival Listener's Guide
- Corporate listing on website and mobile APP
- Corporate name listed in Listener's Guide
- Corporate Listing on Sponsorship Board
- (3) 2-Day Tickets

\$300 SUPPORTING ACT LEVEL

- 1/4 page advertisement in the Festival Listener's Guide
- Corporate name listed in Listener's Guide
- Corporate Listing on Sponsorship Board
- (2) 2-Day Tickets

\$150 OPENING BAND LEVEL

- 1/8 page advertisement in the Festival Listener's Guide
- Corporate name listed in Listener's Guide
- Corporate Listing on Sponsorship Board
- (1) 2-Day Ticket