



Sunday, July 9, 2023 10 am - 6 pm
Idlewild Park, Reno

- ❖ Lavender & honey products ❖ Arts & crafts
- ❖ Bike Valet ❖ Kidz Zone
- ❖ Food & drink ❖ Live music ❖ Entertainment by Bruka Theatre

LavenderAndHoneyFest.com

2023 SPONSORSHIP OPPORTUNITIES

Why Be a Sponsor?

Sponsorship for this high-visibility, family-friendly event provides you with a unique opportunity to reach a broad audience and support our local community. Read on for a description of this “scent-sational” event and marketing opportunities for your organization.

In its fifth year, the scent of lavender permeates the air at this one-day festival that includes arts & crafts, event-themed food and drink (including a signature honey lavender beer), entertainment, education, Kidz Zone, bike valet, and of course, lots of lavender & honey! The festival has been a success since its initial year when it attracted over 8,000 attendees, and attendance continues to grow. Everyone loves lavender and honey!

Our target market is adults and families in Northern Nevada and Northern California. The festival has broad appeal to all ages and demographics. Average attendee age is 21–60 years old with above-average disposable income, and families are a big part of the event.

In addition to benefitting your organization, your sponsorship supports local agriculture and local businesses. Did you know that our festival has its roots in local agriculture—and a community college—where, for more than a decade, Western Nevada College hosted workshops and training for farmers, teaching them the business of lavender and honey production. They had a vision to create a festival that would celebrate local agriculture and local community. And that vision came to life in 2017 with the creation of the Sierra Nevada Lavender & Honey Festival. More than a dozen farms participate in the festival, in addition to over 75 local businesses and nonprofits.

For more information about the festival and sponsorship opportunities, including a custom sponsorship package to fit your needs, contact Ann Louhela, 775-250-1339 or lavenderandhoneyfest@gmail.com.

Scent-Sational!



SIERRA NEVADA
LAVENDER & HONEY
FESTIVAL

Bee-autiful!



SPONSORSHIP OPPORTUNITIES

What's in it for our sponsors? Plenty! Premium booth space and banners at the festival and your company's inclusion on our website, promotional materials, press releases and social media. These are opportunities in our sponsorship packages below. Or we can create the perfect package for your needs.

Royal Hive: \$7,500 (limit 1)

- ◆ Presented by
- ◆ Sponsor exclusivity for your industry
- ◆ 10' x 30' exhibitor space at the festival
- ◆ Sponsor banner placement at the festival (3)
- ◆ Prominent logo on festival signage
- ◆ Prominent logo on website (1 year) and promotional materials
- ◆ Recognition in press releases (2)
- ◆ Social media mentions (6)

Queen Bee: \$2,500 (limit 2)

- ◆ Bee the "Queen Bee" for our entertainment stage, hosted by Bruka Theatre!
- ◆ Sponsor exclusivity for your industry
- ◆ 10' x 20' exhibitor space at the festival
- ◆ Sponsor banner at the stage (1)
- ◆ Prominent logo on festival signage
- ◆ Prominent logo on website and promotional materials (1 year)
- ◆ Recognition in press releases (2)
- ◆ Social media mentions (3)

Nectar Collector: \$1,000

- ◆ Support local agriculture and sponsor the honey tasting booth
- ◆ Logo on festival signage and at honey tasting booth
- ◆ Logo on website (1 year) and promotional materials
- ◆ Recognition in press releases (2)
- ◆ Social media mentions (2)
- ◆ 10' x 10' exhibitor space at the festival

Green Bee: \$1,000

- ◆ Support our sustainability efforts, including recycling, bike valet & shuttle service.
- ◆ 10' x 10' exhibitor space at the festival
- ◆ Logo on festival signage
- ◆ Logo on website (1 year) and promotional materials
- ◆ Recognition in press releases (2)
- ◆ Social media mentions (2)

Baker Bee: \$1000

- ◆ Logo on festival recipe card (2,500)
- ◆ 10' x 10' exhibitor space at the festival
- ◆ Logo on festival signage
- ◆ Logo on website (1 year) and promotional materials
- ◆ Recognition in press releases (2)
- ◆ Social media mention (2)

Worker Bee: \$500

- ◆ 10' x 10' exhibitor space at the festival
- ◆ Logo on festival signage
- ◆ Logo on website (1 year) and promotional materials
- ◆ Social media mention (1)

Busy Bee: \$250

- ◆ Support our volunteers
- ◆ Social media mention (1)
- ◆ Logo on Volunteer page



SIERRA NEVADA LAVENDER & HONEY FESTIVAL 2023 SPONSORSHIP AGREEMENT



SPONSOR COMPANY _____

CONTACT NAME _____

BUSINESS ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ EMAIL _____

DAY OF EVENT CONTACT NAME _____

DAY OF EVENT PHONE _____

DAY OF EVENT EMAIL _____

LEVEL OF SPONSORSHIP (Check one)

- \$7,500 ROYAL HIVE
- \$2,500 QUEEN BEE
- \$1,000 NECTAR COLLECTOR
- \$1,000 GREEN BEE
- \$1,000 BAKER BEE
- \$500 WORKER BEE
- \$250 BUSY BEE
- \$_____ OTHER

PREFERRED PAYMENT METHOD (Check one)

- Credit Card
- Check

Please complete this agreement, sign the Terms & Conditions, and remit this form by email to **lavenderandhoneyfest@gmail.com**.

Payment is due with the signed agreement, payable by check or credit card. Make check payable to "Sierra Nevada Lavender & Honey Festival", and mail to Sierra Nevada Lavender & Honey Festival, 3420 4th St., Sparks, NV 89431. Online credit card payments can be arranged.

EMAIL LOGO ART TO **lavenderandhoneyfest@gmail.com**.

Questions? Contact Ann Louhela, 775-250-1339, or lavenderandhoneyfest@gmail.com.

SPONSORSHIP AGREEMENT/TERMS AND CONDITIONS

This sponsorship package is not transferable. This agreement constitutes the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. Anything not expressly addressed in this agreement's terms shall be governed by the contract laws of Nevada. The parties agree that all indemnities, representations and warranties contained in this Agreement will survive the termination of this Agreement.

SPONSOR SIGNATURE _____

DATE _____

SPONSOR PRINTED NAME _____

SPONSOR COMPANY NAME _____

SIERRA NEVADA LAVENDER & HONEY FESTIVAL SIGNATURE

DATE _____

SIERRA NEVADA LAVENDER & HONEY FESTIVAL PRINTED NAME

