

## WHY BEE A SPONSOR?

Sponsorship for this popular community festival provides a unique marketing opportunity to reach an audience of over 15,000 attendees, while supporting local family farms and small businesses.

In its sixth year, the scent of lavender permeates the air at this one-day festival that includes arts & crafts, event-themed food and drink, live entertainment, and of course, lots of lavender & honey! The event hosts over 100 local vendors, including small farms, artisans and food purveyors.

The festival has broad appeal to all ages, and average attendee age is 21–60 years old with above-average discretionary income. Families are a big part of the event.

Look inside for a list of marketing opportunities, or contact us to create your own custom package. Bring your company to the festival, and “bee” a part of this scent-sational community event!

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# 6<sup>th</sup> Annual



July 14, 2024 ♦ Idlewild Park

### Event Sponsorship Marketing Opportunities

- ◆ Over 15,000 attendees to view your products & services
- ◆ Premium exhibitor space
- ◆ Logo on promotional materials, website & event banners
- ◆ Social media mentions
- ◆ Support local family farms, artisans & food purveyors
- ◆ Create a custom marketing package for your business.



# MARKETING OPTIONS

## ROYAL HIVE: \$7,500 (limit 1)

*Bee the PRESENTING SPONSOR.*

- ◆ Sponsor exclusivity for your industry
- ◆ 10' x 30' exhibitor space
- ◆ Prominent logo on festival signage
- ◆ Prominent logo on website (1 year) & promotional materials
- ◆ Recognition in press releases (2)
- ◆ Social media mentions (6)

## QUEEN BEE: \$2,500

*Bee the "Queen Bee" for our entertainment stage, hosted by Bruka Theatre!*

- ◆ Sponsor exclusivity for your industry
- ◆ 10' x 20' exhibitor space
- ◆ Sponsor banner at the stage
- ◆ Prominent logo on festival signage
- ◆ Prominent logo on website (1 year) & promotional materials
- ◆ Recognition in press releases (2)
- ◆ Social media mentions (3)

## NECTAR COLLECTOR: \$1,000

*Sponsor the honey tasting booth & support local farms.*

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

## LAVENDER LOUNGE BEE: \$1,000

*Host our Lavender Lounge!*

- ◆ 10' x 10' exhibitor space
- ◆ Sponsor banner at the Lavender Lounge
- ◆ Logo on festival signage
- ◆ Logo on website (1 year) & promotional materials
- ◆ Recognition in press releases (2)
- ◆ Social media mentions (2)



## GREEN BEE: \$1,000

*Support our sustainability efforts, including recycling, bike valet & shuttle service.*

- ◆ 10' x 10' exhibitor space
- ◆ Logo on festival signage
- ◆ Logo on website (1 year) & promotional materials
- ◆ Recognition in press releases (2)
- ◆ Social media mentions (2)

## BAKER BEE: \$1,000

*Sponsor our festival recipe card (2,500).*

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

## WORKER BEE: \$500

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

## BUSY BEE: \$250

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



To secure your marketing package or create a custom package, contact Ann Louhela, 775-250-1339, or [lavenderandhoneyfest@gmail.com](mailto:lavenderandhoneyfest@gmail.com).