



It's that time of year again! Summer festival planning has already begun. We are excited to be bringing bluegrass fans of all ages to St. Clair, Missouri for a three-day camping and music festival that is sure to be THE BLUEGRASS EVENT OF THE SUMMER!

Pickin' On Music Festivals is well known for bringing bluegrass legends to majestic locations along Missouri's natural scenic riverways. A family-friendly atmosphere plus our selection of amazing regional and national talent bring a wide audience of music lovers to our events.

The *Pickin' On Picknic*, July 11-14, is the 7th installment of the Pickin' On Music Festival series. Last year featured Del McCoury Band and David Grisman among many other renowned performers. We are currently working on a chart-topping line up for 2019.

A beautiful 50-year-old walnut grove will provide shade for the intimate concert area with the Meramec River as a backdrop. There will be a host of food trucks, local Ozark craft vendors and yard games to entertain kids (and adults) of all ages. Educational workshops will be held throughout the festival on topics ranging from instrument playing and building to performance coaching and beekeeping.

We expect there to be upwards of 2,000 people in attendance from all over the country. This event will also draw many people from the surrounding area through St. Clair over the weekend. Our average attendees are equally male and female, ranging in age from 28-65. They enjoy live music, the great outdoors, camping, fishing, floating, adventure, local craft beer, local spirits and family events.

As with any event, a successful outcome takes a lot of moving pieces. We are seeking sponsorships to make this event the best one yet. Your contribution to the *Pickin' On Picknic* will secure advertising in a variety of ways. Please see the attached Sponsorship Packet for details on how you or your business can get involved at several different levels.



HOW WILL WE PROMOTE YOUR BRAND?

- Over 60,000 printed handbills distributed by our street team in 10 neighbouring states.
- Media outlets in the St. Louis and Franklin county areas including TV and radio.
- Print ads in local papers and news releases.
- Distribution of mail-outs and flyers.
- Over 100,000 online impressions.
- Facebook & Instagram sponsored ads and organic posts.
- Mentions via our website Pickinfestival.com.
- Local magazine mentions and ads.
- Minimum of 10 email blasts sent to a minimum of 300 engaged fans.
- Onsite impressions with your brand name and logo printed on banners and giveaways.
- Live mentions throughout the event.

WHO WILL YOUR MESSAGE REACH?

- A wide variety of people who enjoy craft beers, live music entertainment and local festivals.
- KDHX 88.1 has over 100-mile radius reach we will be working closely with the radio station as a partner in this event to make our marketing dollars go further.
- There is a premium marketing opportunity on the festival grounds with live mentions throughout the event reaching a broad audience.
- Marketing at events such as the *Pickin' On Picknic* or any of our Pickin' On events is a great way to help build a network of partners and encourage support for our community and local businesses.

PICKIN' ON PICKNIC

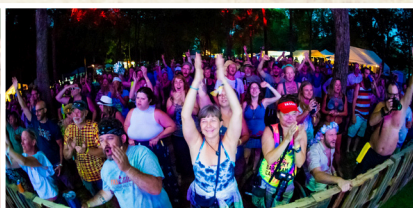
JULY 11-14, 2019
LOST HILL LAKE • ST. CLAIR, MO

SPONSORSHIP LEVELS

	Frivolity Sponsor \$10,000	Good Time Sponsor \$5,000	Merriment Sponsor \$2,500	Revelry Sponsor \$1000	Tomfoolery Sponsor \$500
# of complimentary tickets received	8 VIP	4 VIP	2 VIP	4 GA	2 GA
Main stage naming rights	●				
Secondary stage naming rights		●			
Logo on the Pickin' On Picknic 2019 Facebook event cover photo (total event reach of 106,000)	●				
Logo on all official merchandise (stainless steel pint cups, custom picks, frisbees, etc)	●	●			
Logo and naming rights to your choice of ONE Pickin' On Picknic Landmark Sponsor Location			●		
Logo on all printed promotion materials 50,000+ flyers, 1,000 posters	●	●	●		
Onsite company booth at event	●	●	●		
Full page advertisement in "Picker's Guide"	●	●	●		
Logo on Picknic staff t-shirts	●	●	●	●	
Logo in "Picker's Guide" (festival program book)	●	●	●	●	
Logo and website link on the Pickin' website	●	●	●	●	●
Logo on sponsor banners throughout the festival	●	●	●	●	●
Sponsorship mention in # of organic Facebook posts	20	15	10	5	3
Sponsorship mention in # of paid Facebook posts	5	5	3	2	1
Total estimated social media reach of sponsor posts	17,100	13,300	9,000	5,000	3,200
Dedicated sponsor spotlight Facebook post	●	●	●	●	●

Sponsors to provide Pickin' On Music Festivals with the following:

- High-res logo
- 50-word overview of brand/organization
- Promote Pickin' On Picknic event on their social media channels





LANDMARK SPONSORSHIP AREAS

Merriment [\$2500] sponsors can choose ONE of a variety of on-site locations for naming rights and logo placement.

- Showers
- H2O Filling Station
- Lake Area
- Workshop Pavillion
- Kids Area
- Trail/Nature Hike
- Disc Golf Course
- Cooling Station
- Bathrooms
- VIP Lounge
- Hammock Lounge
- Recycling Cans
- Live Artist Area
- Pickin' Paw Dog Park

COMMUNITY PARTNERSHIP

If your company is interested in supporting *Pickin' On Picknic* with goods or services, we can arrange a community partner package in exchange for donations of \$500 or more in product or services. We can offer a space at the festival for you to set up a booth with signage, one dedicated Facebook post advertising your business, your logo and a link to your website on the Pickin' On Music Festivals website, and one GA ticket to the event. Other community partnership benefits are negotiable and will vary based on the amount of product or service you are able to donate.