



Pickin' On Picknic is gearing up for another year of great music, family-friendly entertainment, and relaxed camping in the Shady Grove of Lost Hill Lake. We had a stellar turnout last year of over 1,000 attendees, and the support for this boutique festival is growing!

The *Pickin' On Picknic*, July 7-10, is the 8th installment of the Pickin' On Music Festival series. In past years our lineup has featured nationally renowned, award winning artists such as Del McCoury, David Grisman, Leftover Salmon, Jeff Austin Band, Po' Ramblin' Boys, Traveling McCoury's, as well as many other exceptional performers. We are currently working on a chart-topping line up for 2022.

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.

This event will draw many people from the surrounding areas and over 14 states. Our average attendees are equally male and female, ranging in age from 8-80. 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 25,000 printed handbills distributed by our street team in 10 neighboring 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.
- 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 from over 10 neighboring states.
- KDHX 88.1 has over 100-mile radius reach we will be working closely with the radio station 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.
- People who enjoy outdoor activities including camping, hiking, fishing, kayaking, canoeing, swimming, art fairs, food trucks, buy missouri/local business support, music workshops, farmer's markets, dogs, family activities, and small festivals.

PICKIN' ON PICKNIC

JULY 7-10, 2022
LOST HILL LAKE • ST. CLAIR, MO

SPONSORSHIP LEVELS

	Fiddle Sponsor \$10,000	Banjo Sponsor \$5,000	Guitar Sponsor \$2,500	Mandolin Sponsor \$1000	Bass Sponsor \$500
# of general admission complimentary tickets received (tickets are not for resale)	8 w/VIP	4 w/VIP	5	2	1
Main stage naming rights	●				
Secondary stage naming rights		●			
Logo on the Pickin' On Picknic 2022 Facebook event cover photo (total event reach of 106,000)	●				
Logo on select merchandise	●	●			
Logo and naming rights to your choice of ONE Pickin' On Picknic Landmark Sponsor Location			●		
Logo on printed promotion materials	●	●	●		
Onsite company space in our Sponsor booth at event	●	●	●		
Advertisement in "Grinner's Guide" (digital festival program book)	Full Page	1/2 Page	1/4 Page		
Logo on Picknic staff t-shirts	●	●	●	●	
Logo in "Grinner's Guide" (digital festival program book)	●	●	●	●	●
Logo and website link on the Pickin' website	●	●	●	●	●
Logo on sponsor banners throughout the festival	●	●	●	●	●
Sponsorship mention in # of organic social media posts	1/week	2/month	1/ month	1/ month	
Sponsorship mention in # of paid social media posts	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

Businesses can choose ONE of a variety of on-site locations for naming rights and logo placement for an additional fee. Naming rights to these areas are given on a first-come first-serve basis. Please note that some of the options could be claimed at the time of your commitment to sponsorship. Please let us know what area you would like so we can quickly discuss options!

- Showers
- Lake Area
- Workshop Pavillion
- Kids Area
- Trail/Nature Hike
- Cooling Station
- Bathrooms
- VIP Lounge
- Hammock Lounge
- Recycling Cans
- Live Artist Area
- River Access
- Waste Management

COMMUNITY PARTNERSHIP

Pickin' On Music Festivals is looking to partner with local, small business and start-up companies by hand-selecting Community Partners that share our values and want to grow with us. With that, we will happily partner, support, value, and believe in what our community has to offer by creating an opportunity to support local and like-minded businesses. If your business is interested in pairing up with Pickin', we are asking a minimum of \$500 product/service donation for the event. With your contribution, we will provide the following:

- Booth space to promote your business or sell your goods.
- One dedicated social media post advertising your business.
- Your logo and link to your website on the Pickin' On Music Festivals website.
- One general admission 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.



HOW TO CONTACT US

Email:

pickinfestival@gmail.com

marketing@pickinfestival.com

Web:

pickinfestival.com

Social Media:

@pickinfestival - facebook, instagram & youtube