

PICKIN' ON PICKNIC

JULY 6-9, 2023

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 2023 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

