



NedFest 2017 Sponsorship Information

The 19th annual Nederland Music and Arts Festival will be held August 25-27 in Nederland, Colorado, about 17 miles west up the canyon from Boulder. "NedFest," as it is more commonly known, is a 3-day outdoor festival with rock, blues, jamband, bluegrass, funk, and more; plus artists, vendors, and Colorado microbrewery beer. We became 100% non-profit in 2012, when friends of the festival's founder formed the Peak to Peak Music Education Association, a



fully recognized IRS 501c3 organization. We have an all-volunteer staff and 100% of the festival's profits go to music education, scholarships and instruments for local kids.

Our typical attendance is roughly 3000 "ticket days" (a 3-day pass counts as three ticket days). In addition to ticket-holders we have over 100 musicians and their guests, over 100 volunteers and staff, and dozens of vendors and sponsors and their guests.

Our audience age ranges from a month to 90 years old, but is predominantly in the 25-45 year-old bracket. For this reason we are very kid-friendly with free admission for kids 12 and under, and a kid's tent with crafts and activities.

On the following page are our different sponsorship levels for 2017. Let us know if you have any questions or special requests, and thank you for your consideration!



2011 headliner
Leftover Salmon



***Celebrating
19 years
of bringing
great
music to
the mountains!***



2012 headliners Los Lobos

SUPER STAR \$45,000

presenting sponsor

- ♪ Recognition as the primary sponsor of NedFest

as such: **NedFest** or (Your Company) presents
presented by (superstar company name/logo) **NedFest**



- on FRONT of ALL NedFest t-shirts,
- on COVER of program and on promotional posters,
- ♪ Featured as the presenting sponsor in two weeks of radio advertisements on KBCO (full Denver metro area)
- ♪ Full back page ad on program, 3000 total distribution, 1500 throughout the Peak to Peak region prior to the festival for promotion, and approximately 1500 at the festival
- ♪ 30 x 10 tent/booth space with electricity in high profile area
- ♪ Space for large sponsor banners in high profile areas both inside and outside fence line for maximum exposure
- ♪ Sponsor logo on Home Page of NedFest web site and NedFest Facebook page plus promoted announcement of sponsorship to our 8000 Facebook "friends" and to our 5000 person email list
- ♪ 20 person guest list including
- ♪ 4 VIP passes with backstage access
- ♪ \$500 Gift Certificate for NedFest merchandise

Some of our 2016 sponsors:



ROCK STAR \$15,000

- ♪ Recognition as a major sponsor on back of NedFest Volunteer and Staff shirts
- ♪ Special promoted announcement of sponsorship on Facebook page and in email to our 5000 person email list
- ♪ Logo in sponsor area of promotional materials, print ads, and promotional emails.
- ♪ Full page full color inside cover or inside face cover advertisement in program, 3000 copies distributed (see above).
- ♪ 3 highly visible sponsor banners at the festival
- ♪ Sponsor logo on NedFest web site
- ♪ 20 x 10 tent/booth space with electricity
- ♪ 12 person guest list including
- ♪ 2 VIP passes with backstage access
- ♪ \$300 Gift Certificate for NedFest merchandise



ROADIE \$5000

- ♪ Recognition as a sponsor on back of NedFest Volunteer and Staff shirts and sponsor area of promotional materials including emails to our 5000 person list and on full-page print advertisements
- ♪ Half page full color advertisement in program, 3000 copies distributed (see above).
- ♪ Sponsor banner at festival and logo on website
- ♪ 10 x 10 tent/booth space with electricity
- ♪ 8 person guest list
- ♪ 5 NedFest commemorative t-shirts (cash sponsors only)



Questions? Email us: [sponsorships at nedfest.org](mailto:sponsorships@nedfest.org)