

WEST SEATTLE  
SUMMER  
FEST



WEST SEATTLE  
SUMMER  
FEST

## Sponsorship Information

July 14 – 16

2017



WSJUNCTION.ORG LORA@WSJUNCTION.ORG 206.935.0904 DEADLINE MAY 10 2017



## ABOUT SUMMER FEST

The West Seattle Summer Festival is a free community festival presented by the West Seattle Junction Association, an organization of Junction merchants.

Now it's 35<sup>th</sup> year; this well loved, summer tradition brings over 30,000 people to West Seattle for 3 days of music shopping, food and family fun.



### MUSIC & BEER GARDEN

Music programming created by some of the most talented bookers in Seattle, the Summer Fest music line-up is one of the top in the area. Past bands include Grace Love and the True Loves, Tacocat, Chastity Belt and the La Luz.

**A beer garden boasts some of the best micro brews in the Northwest.**



### SHOPPING & FOOD

Three days of vendors pack the streets with excited shoppers ready to pick up some local artisan goods. Multiple restaurants in the Junction bring their delicious menus out on the street. Festive cafes all along California Ave compliment the traditional fair food.



### FAMILY FUN

Summer Fest is a time for families too. The fun starts the Thursday before the 3 day festival giving families even more time to experience the event. During Summer Fest the kids can choose everything from face painting, to riding some exciting amusement park rides.

# SUMMER FEST

## SPONSORSHIP BENEFITS

### REACH AN ENGAGED SEATTLE AUDIENCE

- ICONIC** Now in the 35<sup>th</sup> year Summer Fest is a Seattle favorite
- TOUCHPOINTS** Multiple opportunities to interact with festival goers
- EXCITING** Music program with up and coming bands & Seattle favorites
- INCREASE** Brand awareness throughout the 3 day festival
- DYNAMIC** Energized with multiple events and stages
- INTERACTIVE** Engaged audience with multiple social media channels
- ONGOING** Engaged audience with multiple social media channels
- ONSITE** Multiple opportunities to interact with the crowds



### SPONSORSHIP OPPORTUNITIES

- OVERALL EVENT NAMING RIGHTS
- EXCLUSIVE MUSIC STAGE SPONSOR
- BEER GARDEN SUPPORTER
- MEDIA AND MARKETING ALIGNMENT
- SOCIAL MEDIA RECOGNITION
- WEBSITE PRESENCE

# Summer Fest by the numbers



1

## Printed Media & Collateral

300 posters ~ 68,000 program guides ~ 400 on-site program guides ~  
4,000 rack cards ~ beer garden coasters

2

## Advertising

West Seattle Blog ~ KEXP ~ The Stranger ~ Parent Map ~ Seattle Pipeline

3

## On Site Programming

Festival Banners ~ Music Stage Banners ~ Music Schedules ~ Community  
Information Area ~ Visible Corner Placement

4

## Social Media & Email

9,300+ Facebook Fans ~ 2,000+ Twitter Followers ~ 1,200+ Instagram  
Followers ~ 8,000+ eNewsletter Subscribers

5

## Two Websites

2 Promotional Websites ~ WSJunction.org ~ Summerfest.com ~ 380,000+  
Visitors ~ 540,000+ Page Views



To promote the festival, our marketing plan includes:  
On-Site Program guides  
Programs inserted into both local and city-wide print media  
Commemorative Posters  
Dynamic Website  
Exclusive Social Media Promotion

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR \$25,000 (1)

With over 30,000 visitors a year Summer Fest attracts a diverse audience with strong ties to Seattle, the music scene and their neighborhoods

10' x 20' booth in the middle of the festival at a corner premium location

Summer Fest Presented exclusively by your business

Logo in program guide and premium banner placement

Logo and link on the official Summer Fest website

Full color ad in program guide and logo on posters

3 days of stage and PA recognition

## MUSIC STAGE SPONSOR \$5,000 (4)

10' x 10' booth at a corner premium location

Summer Fest Main Stage Presented by your business

Logo in program guide and stage banner placement

Logo and link on the official Summer Fest website

Full color ad in program guide and logo on posters

3 days of stage and PA recognition

## BEER GARDEN SPONSOR \$5,000 (4)

Beer Garden Presented

by your business

Logo in program guide

Premium banner placement

Logo on posters

Logo printed on beer coasters

Logo and link on official Summer Fest website

Full color ad in program guide

## KIDS AREA SPONSOR \$5,000 (1)

Kids Area Presented exclusively by your business

Logo in program guide 10' x 10' booth in vendor row

Premium banner placement

Logo on posters

Logo and link of official Summer Fest website

Full color ad in program guide

## FRIEND OF THE FESTIVAL \$1,000

Your logo and link on Summer Fest website, program guide and poster

## BEER GARDEN SHADE \$500

Your banner on one of the beer garden shade canopies

## COMMUNITY STAGE SPONSOR \$5,000 (1)

Community Stage Presented

exclusively by your business

10' x 10' booth in vendor row

Logo in program guide

Premium banner placement on community stage

Logo on posters

Logo and link on official Summer Fest website

3 days of stage and PA recognition

## BENEFACTOR \$3,500

10' x 10' booth in vendor row

Logo in program guide

Logo on posters

Logo and link on website

## COMMUNITY SPONSOR \$500

Listing as Friend of Summer Fest on Summer Fest website and program guide