With over 35,000 visitors a year Summer Fest attracts a diverse audience with strong ties to Seattle, the music scene, and their neighborhoods.

Sponsorship Information

July 10 – 12

2020
The West Seattle Summer Festival is a free community festival attracting both families and music fans. Summer Fest is the only three day festival in the region providing your brand additional recognition to festival goers. Now it’s 38th year; this well loved, summer tradition brings over 35,000 people to West Seattle from all over the Puget Sound.

**IMAGINE THE POSSIBILITIES**

**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, Thunderpussy, Tacocat, Chastity Belt and La Luz.

**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.

Demographics
REACH AN ENGAGED SEATTLE AUDIENCE

ICONIC
In the 38th year, Summer Fest is a local Seattle favorite

TOUCHPOINTS
Multiple opportunities to interact with festival goers

EXCITING
Music 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 varied events

ONGOING
Multiple social media channels, earned and paid media

ONSITE
Premium booth space in the festival

OPPORTUNITIES

OVERALL SUMMER FEST EVENT NAMING RIGHTS
MUSIC STAGE SPONSORSHIP LEVELS
COMMUNITY EVENTS STAGE
KIDS AND INTERACTIVE AREAS
BEER GARDEN SUPPORTERS
VIP AREA PRESENTERS
WOODEN INSTRUMENT STAGE
COMMUNITY FOOD TABLES
GAMING TENTS
SHADE AND HYDRATION TENTS

Photos Patrick Robinson
### Printed Media & Collateral

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>400</td>
<td>Posters</td>
</tr>
<tr>
<td>~50,000</td>
<td>Program guides</td>
</tr>
<tr>
<td>~400</td>
<td>On-site program guides</td>
</tr>
<tr>
<td>4,000</td>
<td>Rack cards</td>
</tr>
<tr>
<td>~1,500</td>
<td>Beer garden coasters</td>
</tr>
</tbody>
</table>

### Advertising

- West Seattle Blog
- KEXP
- The Stranger
- Parent Map
- Red Tricycle
- The Evergrey
- Do206
- Online Calendars

### On Site Programming

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

### Social Media & Email

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>~10,800+</td>
</tr>
<tr>
<td>Twitter</td>
<td>~3,400+</td>
</tr>
<tr>
<td>Instagram</td>
<td>~4,000+</td>
</tr>
<tr>
<td>eNewsletter</td>
<td>~15,000+</td>
</tr>
</tbody>
</table>

### Two Websites

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

To promote the festival, the 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
## Partnership Opportunities

### Presenting Partner $25,000 (1)

**Summer Fest Presented** by your business
- 10’ x 20’ booth in the middle of the festival at a corner premium location
- Logo in program guide and premium banner placement
- Logo and link on the official Summer Fest website
- Full color ad in program guide
- Premium logo placement on printed collateral and festival banner
- 3 days of stage and PA recognition

### Music Stage Partner (4) $5,000

**Summer Fest Main Stage Presented** by your business
- 10’ x 10’ booth at a corner premium location
- Logo in program guide and stage banner placement
- Logo and link on the official Summer Fest website
- Logo on printed collateral and festival banner
- 3 days of stage and PA recognition

### Community Stage Partner (2) $5,000

**Community Stage Presented** by your business
- 10’ x 10’ booth in vendor row
- Logo in program guide
- Premium banner placement on community stage
- Logo on printed collateral and festival banner
- Logo and link on official Summer Fest website
- 3 days of stage and PA recognition

### Kids and Interactive Area Partner (2) $5,000

**Kids Area Presented** by your business
- 10’ x 10’ booth in vendor row
- Logo in program guide
- Premium banner placement
- Logo on printed collateral and festival banner
- Logo and link of official Summer Fest website
- Full color ad in program guide

### Beer Garden/VIP & **NEW** Westside Beer Lounge (6) $5,000

**Beer Garden or VIP Area Presented** by your business
- 10 x 10 space in the beer garden, VIP area (BACKSTAGE) or in **NEW** WESTSIDE BEER LOUNGE
- Logo in program guide
- Premium banner placement in the beer garden
- Logo on printed collateral and festival banner
- Logo printed on beer coasters
- Logo and link on official Summer Fest website

---

WSJUNCTION.ORG
LORA@WSJUNCTION.ORG
206.935.0904 DEADLINE MAY 19 2020
WOODEN INSTRUMENT STAGE PARTNER (1) $1,500
Wooden Instrument Stage Presented by your business
Your banner showing your support of this interactive SOUTH stage
Logo in program guide
Logo on printed collateral
Logo on festival banner
Logo and link on website

COMMUNITY FOOD TABLES (4) $1,500
Community Food Tables Presented by your business
Logo in program guide
Logo on printed collateral and festival banner
Logo on food table area banner
Logo and link on official Summer Fest website

GAMING TENT (5) 20 x 20 tents!
One, two or three days at Summer Fest! Popular for partners who have limited staff
$500 1x day
$800 2x days
$1,000 3x days
Fully interactive - choice of your games or games provided by the Junction

FRIEND OF THE FESTIVAL $1,000
Logo in program guide
Logo on printed collateral
Logo on the festival banner
Logo and link on website

COMMUNITY SPONSOR $500
Thank you for support with logo and link on website

BENEFACOR $3,500
10’ x 10’ booth in vendor row
Logo in program guide
Logo on festival banner
Logo on posters
Logo and link on website

SHADE AND HYDRATION TENTS (4) $1,500
This tent presented by your business
4’ x 4’ banner
Logo in program guide
Logo on printed collateral and festival banner
Logo and link on official Summer Fest website
PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNER $25,000 (1)

MUSIC STAGE PARTNER (4) $5,000

COMMUNITY STAGE PARTNER (2) $5,000

KIDS AREA PARTNER (2) $5,000

(Circle) BEER GARDEN (3) VIP (1) BEER LOUNGE (2) $5,000

WOODEN INSTRUMENT STAGE (1) $1,500

COMMUNITY FOOD TABLE AREA $1,500

GAMING TENT (5)

$500 1x day

$800 2x days

$1,000 3x days

BENEFACTOR $3,500

SHADE AND HYDRATION (4) $1,500

FRIEND OF THE FESTIVAL $1,000

COMMUNITY SPONSOR $500

YOUR NAME: ____________________________________________________________

YOUR BUSINESS NAME: ________________________________________________

EMAIL: ____________________ PHONE: _________________________________

WEBSITE: __________________ BILLING PREFERENCE CHECK PAYPAL

WSJUNCTION.ORG LORA@WSJUNCTION.ORG 206.935.0904 DEADLINE MAY 19 2020