

2023



SPONSORSHIP PACKET



PLATINUM FESTIVAL PRESENTING SPONSOR [Limit: 1]

\$10,000

- Naming rights to the Spirit of the Lakes Festival
- Featured during live music
- Logo featured on stage banner
- Named sponsor of the Boat-In Movie
- Named sponsor of Meet Your Maker
- Named sponsor of the Grand Parade
- Featured on all social media channels
- First choice of booth location
- 10' x 20' booth option



OFFICIAL BEER SPONSOR [Limit: 1]

\$10,000

- Naming rights as the Official Beer of the Spirit of the Lakes Festival
- Featured during live music
- Logo featured on stage banner
- Logo featured at bar
- Some exclusivity possible
- Named sponsor of the Boat-In Movie
- Named sponsor of Meet Your Maker
- Named sponsor of the Grand Parade
- Featured on all social media channels
- First choice of Business Showcase booth locations
- 10' x 20' booth option

*Sponsorship subject to approval from Festival Bar Coordinator



GOLD PRESENTING SPONSOR [Limit: 4]

\$5,000

- Featured during live music
- Logo included on stage banner
- Priority given to booth location choice
- Increased social media channel promotion
- 10' x 20' Spirit of the Lakes Festival Business Showcase booth option
- Entry to the Grand Parade



MEET YOUR MAKER PRESENTING SPONSORS [Limit: 2]

\$2,500

- Naming rights to Meet Your Maker
- Logo featured on banners at Meet Your Maker and related marketing
- Recognized on social media and website as Presenting Sponsor of meet Your Maker
- Choice of booth location at event
- Featured during live music
- Entry to the Grand Parade
- Business Showcase booth space included



LIVE SHOW SPONSOR [Limit: 4]

\$2,500 for one act, \$7,500 for all acts

- Naming Rights to one or all live music acts
- Featured during live music
- Shout outs from the band(s)
- Recognized on social media and website as Presenting Sponsor of the act(s)
- Business Showcase booth space included
- Entry to the Grand Parade
- *Not inclusive to Festival Presenting Sponsor



BOAT-IN MOVIE SPONSOR [Limit: 4]

\$2,500

- Naming Rights to Boat-In Movie
- Logo shown before the movie
- Commercial shown before the movie (Sponsor to provide the video)
- Recognized on social media and website as Presenting Sponsor of the Boat-In Movie
- Featured during live music
- Entry to the Grand Parade
- Business Showcase booth space included



SILVER FESTIVAL SPONSOR

\$625

- Business Showcase booth space included
- Choice of booth space after Premium and Gold Sponsors
- Entry to the Grand Parade
- Social media promotion



STANDARD FESTIVAL BUSINESS SHOWCASE SPONSOR

\$475

- 10' x 10' booth space



FOOD, BEER, PARADE, SURFING, SHOPPING & MORE!

July 13-15, 2023

MOUND, MINNESOTA