

Event Sponsorship Proposal Template Example

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SPONSORSHIP PROPOSAL FOR

HARMONY MUSIC FEST 20XX

PREPARED BY

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DATE

MM/DD/YY

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1. INTRODUCTION

Thank you for considering a partnership with the Harmony Music Festival 20XX. This proposal outlines how your brand can benefit from sponsoring our event, which celebrates diversity in music and culture and attracts attendees from across the nation and beyond.

2. ABOUT THE EVENT

The Harmony Music Festival is a three-day event taking place from August 15-17, 20XX, in Austin, Texas's beautiful Zilker Park. Featuring a lineup of artists from genres including indie, rock, and electronic music, the festival aims to bring together music lovers in a celebration of diversity, creativity, and community. Expected attendance is over 50,000 people.

3. SPONSORSHIP OPPORTUNITIES

Sponsorship at Harmony Music Festival offers visibility in a dynamic setting, engagement with a diverse audience, and association with a premier cultural event. Opportunities include stage naming rights, VIP experiences, branded installations, and more.

4. BENEFITS OF SPONSORING

Sponsors can expect significant exposure through event branding, social media promotion, and direct engagement with attendees. Benefits also include enhancing your brand's reputation by supporting arts and culture and connecting with a wide demographic in a meaningful way.

5. SPONSORSHIP PACKAGES

Below are this year's festival sponsorship packages.

PLATINUM SPONSORSHIP PACKAGE

- Main stage naming rights
- Logo on all marketing materials
- 20 VIP passes
- Exclusive meet-and-greet with artists
- Prime location for promotional booth

GOLD SPONSORSHIP PACKAGE

- Secondary stage naming rights
- Logo on selected marketing materials
- 10 VIP passes
- Social media shoutouts
- Promotional booth space

SILVER SPONSORSHIP PACKAGE

- Logo on festival website
- 5 VIP passes
- Mention in all press releases
- Promotional booth space

BRONZE SPONSORSHIP PACKAGE

- Logo on festival website
- 2 VIP passes
- Mention in select social media posts

6. CUSTOM
SPONSORSHIP
OPPORTUNITIES

We are open to creating custom packages that align with your marketing goals. Whether it is hosting a branded lounge, sponsoring exclusive workshops, or owning unique on-site activations, let's make something memorable together.

7. MARKETING
AND
PROMOTION
PLAN

Our comprehensive marketing strategy includes targeted social media campaigns, influencer partnerships, email marketing, and local and national press coverage, ensuring that sponsors receive maximum visibility before, during, and after the festival.

8. ABOUT US

Melody Events Co. is an experienced event planning and production company specializing in music festivals. We are committed to creating unforgettable experiences that celebrate music, culture, and community.

9. PREVIOUS EVENT SUCCESSSES AND TESTIMONIALS

Last year's Harmony Music Festival was a resounding success, with over 45,000 attendees and features in major music and lifestyle publications. Sponsors reported excellent ROI, with significant increases in brand awareness and customer engagement. Testimonials from past sponsors and attendees are available upon request.

10. CONTACT INFORMATION

For more information or to discuss sponsorship opportunities, please contact: Suzyn Waldman, Sponsorship Coordinator, Melody Events Co. (phone | email)

DOCUMENT SIGN-OFF

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