

WEST SEATTLE SUMMER FEST



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

Sponsorship Information
July 13 – 15
2018



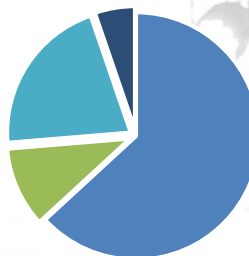
IMAGINE THE POSSIBILITIES

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 36th year; this well loved, summer tradition brings over 30,000 people to West Seattle from all over the Puget Sound.

Demographics



18-25 26-35 36-45 45+



West Seattle South Seattle
Metro Seattle Outside Metro



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.

SUMMER FEST

SPONSORSHIP BENEFITS

REACH AN ENGAGED SEATTLE AUDIENCE

**ICONIC
TOUCHPOINTS
EXCITING
INCREASE
DYNAMIC
INTERACTIVE
ONGOING
ONSITE**

In the 36th year, Summer Fest is a local Seattle favorite
Multiple opportunities to interact with festival goers
Music with up and coming bands & Seattle favorites
Brand awareness throughout the 3 day festival
Energized with multiple events and stages
Engaged audience with varied events
Multiple social media channels, earned and paid media
Premium booth space in the festival



SPONSORSHIP OPPORTUNITIES

**OVERALL SUMMER FEST EVENT NAMING RIGHTS
MUSIC STAGE SPONSORSHIP LEVELS
COMMUNITY EVENTS STAGE
BEER GARDEN SUPPORTERS
ORCA ARCH
SUSTAINABLE GREENLIFE FESTIVAL
KIDS AND INTERACTIVE AREAS
COLLATERAL AND WEBSITE**

Summer Fest by the numbers



1

Printed Media & Collateral

400 posters ~ 68,000 program guides ~ 400 on-site program guides ~
4,000 rack cards ~ 1,500 beer garden coasters

2

Advertising

West Seattle Blog ~ KEXP ~ The Stranger ~ Parent Map ~ Red Tricycle ~
Seattle Pipeline ~ Online Calendars

3

On Site Programming

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

4

Social Media & Email

10,000+ Facebook Fans ~ 2,700+ Twitter Followers ~ 1,700+ Instagram
Followers ~ 15,000+ eNewsletter Subscribers

5

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

WEST SEATTLE
SUMMER
FEST

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$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 SPONSOR \$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

KIDS AREA SPONSOR \$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

COMMUNITY STAGE SPONSOR \$5,000

Community Stage Presented by your business

10' x 10' booth in vendor row or Greenlife Festival Area

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

BEER GARDEN SPONSOR \$5,000

Beer Garden Presented by your business

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

Full color ad in program guide

ORCA ARCH \$3,500

Your banner on the orca arch

Mechanical orca fun area

Logo in program guide

Logo on printed collateral

Logo on festival banner

Logo and link on website

BENEFACTOR \$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

FRIEND OF THE FESTIVAL \$1,000

Logo in program guide

Logo on printed collateral

Logo and link on website

BEER GARDEN SHADE SPONSOR \$500

Your banner on one of the
beer garden shade canopies

Logo on print collateral

Logo and link on website

COMMUNITY SPONSOR \$500

Thank you for support with
logo and link on website