

— DOWNTOWN GREAT FALLS —

2025

4TH OF JULY HOOTENANNY

WITH
**EASTON
CORBIN**

FREE COMMUNITY CONCERT ★ 1:30 PM AFTER THE PARADE

SPONSORSHIP OPPORTUNITIES

NEW VIP AREAS FOR 2025

- SHADED TENT WITH FOOD AND PRIVATE BAR
- SPONSOR SPOTLIGHT ZONE- SPONSORS WILL HAVE THE BEST VANTAGE POINT TO ENJOY THE CONCERT UPFRONT AND PERSONAL IF THEY DESIRE, WITHOUT FIGHTING THE GENERAL PUBLIC FOR THE SPACE!
- VIP TICKETS PROVIDE ACCESS TO BOTH THE VIP TENT & SPONSOR SPOTLIGHT ZONE. TICKETS MAY NOT BE PASSED FROM PERSON TO PERSON.
- SPONSOR SPOTLIGHT ZONE PASSES ONLY ALLOW ACCESS TO THE SPONSOR SPOTLIGHT ZONE.

HEADLINER \$12,000



THANK YOU



10 VIP TICKETS TO PRIVATE VIP AREA, 5 SPONSOR SPOTLIGHT ZONE PASSES, FREE DRINK TICKETS, SHIRTS, CATERED FOOD, SIGNAGE AROUND THE STAGE, THANK YOU FROM THE STAGE, LOGO ON ALL POSTERS & ADS, MENTION ON RADIO ADS, LIVE RADIO INTERVIEW, INTRODUCE OPENING ACT

STAR \$8,000

8 VIP TICKETS TO PRIVATE VIP AREA, 4 SPONSOR SPOTLIGHT ZONE PASSES, FREE DRINK TICKETS, SHIRTS, CATERED FOOD, SIGNAGE AROUND THE STAGE, THANK YOU FROM THE STAGE, LOGO ON ALL POSTERS & ADS, MENTION ON RADIO ADS

1 AVAILABLE

IDOL \$6,000

8 VIP TICKETS TO PRIVATE VIP AREA, 4 SPONSOR SPOTLIGHT ZONE PASSES, SHIRTS, CATERED FOOD, SIGNAGE AROUND THE STAGE, THANK YOU FROM THE STAGE, LOGO ON ALL POSTERS & ADS, MENTION ON RADIO ADS

3 AVAILABLE

CELEBRITY \$3,000

6 VIP TICKETS TO VIP AREA, 2 SPONSOR SPOTLIGHT ZONE PASSES, SHIRTS, CATERED FOOD, SIGNAGE AT ENTRANCES/EXITS, THANK YOU FROM THE STAGE, LOGO ON ALL POSTERS

20 AVAILABLE

VIP \$1,500

3 VIP TICKETS, SHIRTS, CATERED FOOD, THANK YOU FROM THE STAGE

30 AVAILABLE

SPOT LIGHT ZONE GOLD LEVEL \$300

8 SPONSOR SPOTLIGHT ZONE PASSES

SPOT LIGHT ZONE SILVER LEVEL \$100

2 SPONSOR SPOTLIGHT ZONE PASSES



4THJULYHOOTENANNY.COM



ALL CONTRIBUTIONS ARE MADE TO NEIGHBORWORKS GREAT FALLS, A 501(C)(3) NON-PROFIT ORGANIZATION (EIN 81-0389825), AND ARE TAX-DEDUCTIBLE.

HISTORIC ROOM DEMAND ON 4TH OF JULY (IN BOLD)

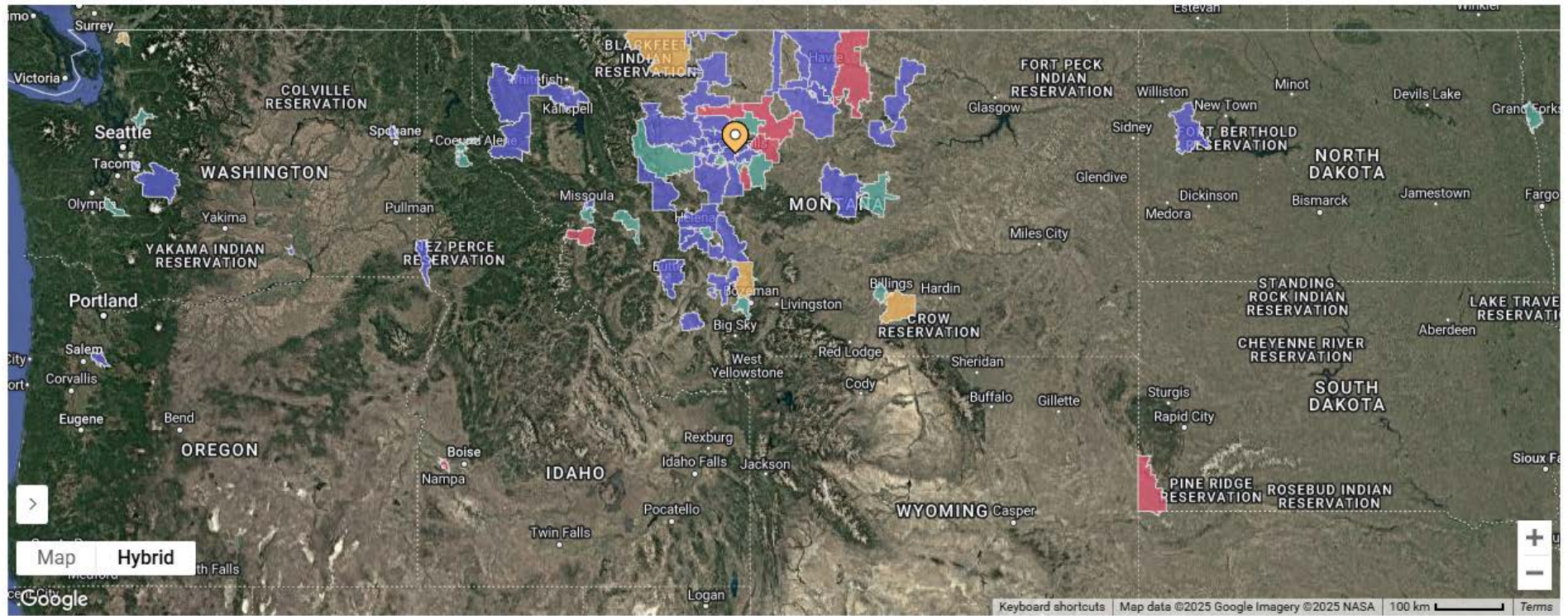
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1			M	T	W	R	F	S	Su		Total		v 2019		v Prev		Occup.		Dates	
244	Week 27																			
245		2019	1,337	1,261	1,333	1,485	1,480	1,455	1,323		9,674						60%		July 1 - 7	
246		2020	991	1,028	1,009	866	959	1,010	848		6,711						44%		June 29- July 5	
247		2021	1,648	1,704	1,558	1,290	1,362	1,511	1,405		10,478		8%				63%		June 28 - July 4	
248		2022	1,537	1,570	1,526	1,451	1,536	1,517	1,384		10,521		9%		0%		64%		June 27 - July 3	
249		2023	1,749	1,897	1,828	1,489	1,528	1,529	1,277		11,297		17%		7%		68%		June 26 - July 2	
250		2024	1,860	2,038	2,031	1,906	1,790	1,768	1,569		12,962		34%		15%		78%		June 24-30	
251																				
252	Week 28																			
253		2019	1,686	1,831	1,753	1,618	1,802	1,857	1,561		12,108						75%		July 8-14	
254		2020	1,024	1,111	1,166	1,038	1,003	1,069	894		7,305						47%		July 6-12	
255		2021	1,246	1,585	1,807	1,838	1,977	2,158	1,473		12,084		0%				72%		July 5-11	
256		2022	1,367	1,458	1,647	1,704	1,729	1,750	1,449		11,104		-8%		-8%		68%		July 4-10	
257		2023	1,214	1,258	1,488	1,521	1,714	1,664	1,476		10,335		-15%		-7%		62%		July 3-9	
258		2024	1,471	1,444	1,313	1,535	1,585	1,631	1,393		10,372		-14%		0%		62%		July 1-7	
259																				
260	Week 29																			
261		2019	1,665	1,804	1,807	1,621	1,744	1,925	1,409		11,975						75%		July 15-21	
262		2020	1,088	1,181	1,210	1,132	1,118	1,055	948		7,732						49%		July 13-19	
263		2021	1,729	1,794	1,848	1,792	1,751	1,846	1,452		12,212		2%				73%		July 12-18	
264		2022	1,818	1,883	1,992	1,805	1,919	1,946	1,671		13,034		9%		7%		80%		July 11-17	
265		2023	1,833	1,955	2,019	1,849	1,840	1,884	1,561		12,941		8%		-1%		78%		July 10-16	
266		2024	1,782	1,944	1,935	1,875	1,849	1,881	1,630		12,896		8%		0%		78%		July 8-14	
267																				





ESTIMATED ATTENDANCE PAST 4 YEARS

Metrics				
Metric Name	<div>4th of July Hootenanny</div> 5th Street South, Great Falls, MT	<div>4th of July Hootenanny</div> 5th Street South, Great Falls, MT	<div>4th of July Hootenanny</div> 5th Street South, Great Falls, MT	<div>4th of July Hootenanny</div> 5th Street South, Great Falls, MT
Visits	11.3K	6.6K	5.3K	4.2K
Visitors	11.3K	6.6K	5.3K	4.2K
Visit Frequency	1	1	1	1
Avg. Dwell Time	140 min	114 min	125 min	127 min
Panel Visits	634	294	202	119
<div>4th of July Hootenanny - Jul 4th, 2024</div> <div>4th of July Hootenanny - Jul 4th, 2023</div> <div>4th of July Hootenanny - Jul 4th, 2022</div> <div>4th of July Hootenanny - Jul 4th, 2021</div> <div>Data provided by Placer Labs Inc. (www.placer.ai)</div>				



PAST VISITOR DISTRIBUTION



Zipcode / City	 4th of July Hootenanny % Visits	 4th of July Hootenanny % Visits	 4th of July Hootenanny % Visits	 4th of July Hootenanny % Visits
59405 Malmstrom AFB, MT	30.6%	36.3%	34.2%	32.7%
59404 Great Falls, MT	27%	28.4%	28.8%	30.6%
59401 Great Falls, MT	12.4%	13.9%	12.4%	10.5%
59487 Vaughn, MT	1.9%	1.7%	0.5%	0.8%
59601 Helena, MT	1.6%	0.6%	1.5%	1.5%
59501 Havre, MT	1.6%	0.8%	-	-
59414 Black Eagle, MT	1.6%	1.6%	0.5%	-
59436 Fairfield, MT	1.2%	-	-	-
59427 Cut Bank, MT	1%	0.4%	-	2.9%
59421 Cascade, MT	0.9%	-	0.7%	-
95448 Healdsburg, CA	0.9%	-	-	-
59443 Fort Shaw, MT	0.8%	0.4%	-	-
59450 Highwood, MT	0.8%	2.5%	-	-
59483 Sun River, MT	0.7%	0.3%	-	0.7%
59468 Power, MT	0.7%	0.7%	-	-