

# 2021 Sponsorship Packet

## Gloucester Harvest Music Festival Saturday, September 11, 2021 from 11:00am to 6pm *65 Rogers Street ~ Gloucester Harborwalk ~ Gloucester, MA*



Contact us at:  
*gloucestermusicfestival@gmail.com* or call 978-509-1717

Please make checks out to:  
**Addison Gilbert Citizens Fund PO Box 1495 Gloucester MA 01930**

# Title Sponsor: \$7,501-\$8,500



## As a Title Sponsor for the Gloucester Harvest Music Festival, benefits include:

- Sponsor's Name to appear as "Title Sponsor" in all marketing and promotion.
- Sponsor Name Branding of ENTIRE FESTIVAL and all signage, at all festival events.
- 16 VIP passes to the Festival, which includes meet and greet with bands and afternoon luncheon.
- Logo inclusion in all print advertising
- 6 banners displayed in promotional locations at Festival.
- 20 X 20 Booth space near Main Stage. ( Tent, tables and chairs provided)
- Large Logo on all official festival merchandise, i.e. t-shirts
- Banner advertisement on festival website with link to sponsor's website.
- First right of refusal for following year sponsorship.
- Company logo listed prominently on website, in top position with hot link to sponsor's website



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# Presenting Sponsor: \$5000-\$7500



- Sponsor's Name to appear as “Presenting Sponsor” in all marketing and promotion.
- Sponsor Name Branding of ENTIRE FESTIVAL and all signage, at all festival events.
- 8 VIP passes to the Festival, which includes meet and greet with bands and afternoon luncheon.
- Logo inclusion in all print advertising
- 3 banners displayed in promotional locations at Festival.
- 10 X 10 Booth space near Main Stage. (Tent, tables and chairs provided)
- Large Logo on all official festival merchandise, i.e. t-shirts
- Banner advertisement on festival website with link to sponsor's website.
- First right of refusal for following year sponsorship.
- Company logo listed prominently on website, in top position with hot link to sponsor's website.



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# Main Stage Sponsor: \$1000-\$4999



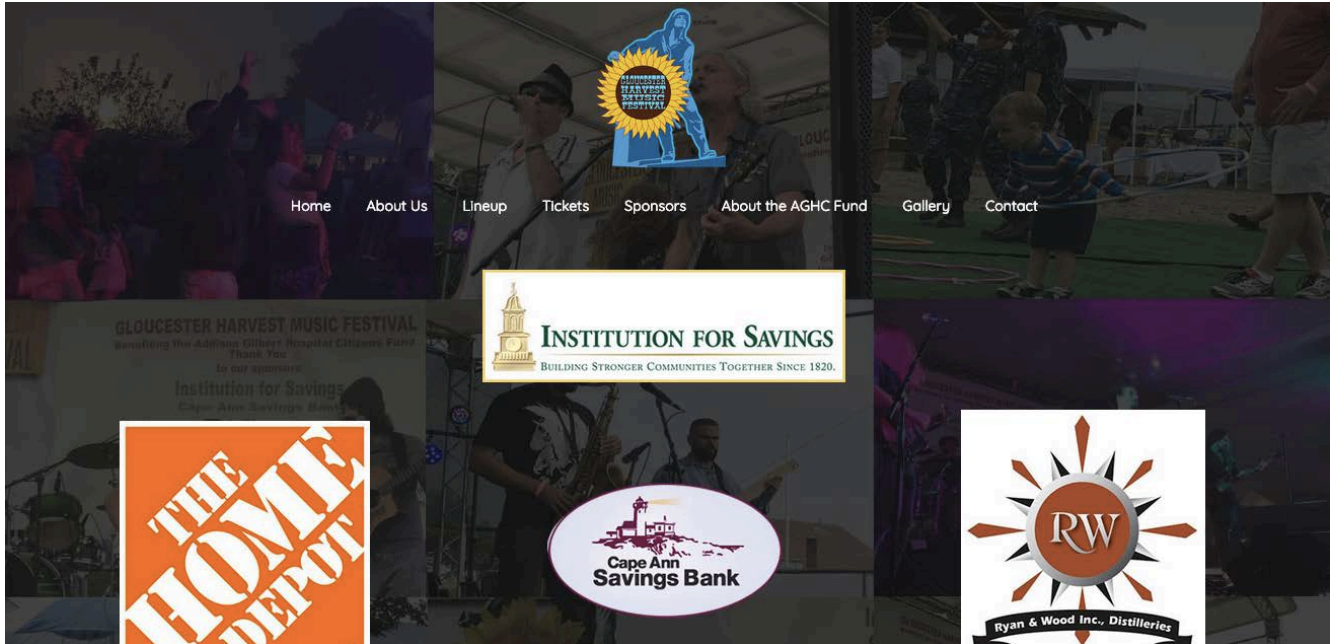
- Title designation for the Main Stage (Ex B.I.D. Main Stage).
- On-stage mention at Festival between set changes.
- Banner advertisement festival website and link to sponsors website.
- 6 VIP tickets which includes meet and greet with bands and afternoon luncheon.
- First right of refusal for following year sponsorship.
- Company logo listed prominently on website, in premier position, with hot link to sponsors website.



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# Music Sponsor: \$750-\$999



- One 10 X 10 Hospitality Booth Space
- \$200 worth of Sponsorship commercials with Radio and Media sponsor.
- Sponsor Logo listed in all print advertising (email, blast, print ad and posters).
- Company logo/Personal Name on website with hotlink to sponsors website.
- 4 VIP Tickets which includes meet and greet with bands and afternoon luncheon.



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# Supporting Sponsor: \$500-\$749



- One 10 X 10 Hospitality Booth Space
- Sponsor Name place on Festival Banner
- Listed in print advertising
- Company logo/Personal Name on website with hotlink to sponsor's website.
- 4 General Admission Tickets.



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# Friends Sponsor: \$250-\$499



- Sponsor or Individual Name placed on Festival Banner
- Listed in print advertising
- 2 General Admission Tickets



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# 2021 Sponsor Application

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

DESCRIPTION OF WHAT WILL BE PROMOTED IN BOOTH AND SIZE REQUIRED

(Additional City permitting may be required)

## LEVEL

___ TITLE SPONSOR	\$7501-\$8500
___ PRESENTING SPONSOR	\$5000-\$7500
___ MAIN STAGE SPONSOR	\$1000-\$4999
___ MUSIC SPONSOR	\$750-\$999
___ SUPPORTING SPONSOR	\$500-\$749
___ FRIENDS SPONSOR	\$250-\$499



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# Festival Overview

**WHAT:** The **Gloucester Harvest Music Festival** blends art and music in one of the country's most unique and rich artist communities. We invite you to experience the beauty and friendliness of Gloucester through a daylong festival showcasing music, arts and culture while supporting our local community hospital (*Addison Gilbert Citizens Fund*) and community based outreach programs. Our hope is to make this a destination Festival with a mission as all proceeds from the Gloucester Harvest Music Festival go directly to the *Addison Gilbert Citizens Fund*, which is to guarantee the continued existence of a full service hospital. By supporting this, it will ensure the safety and well-being of the Community and beyond.

We cannot do this alone. The *Addison Gilbert Citizens Fund* (a 501 c3), dubbed "***The Peoples Project***" needs the collaboration and backing of the businesses and citizens who call this beautiful area home. We need your help, please join us in our mission!

**WHERE:** The **Gloucester Harvest Music Festival** is held on the Gloucester Harbor Walk, 65 Rogers Street, Gloucester MA, 01930

**WHEN:** Saturday September 11th 11:00 am- 6:00pm

**BY WHO:** *Addison Gilbert Citizens Fund Charity*/ **Gloucester Harvest Music Festival** with support of the **City of Gloucester**.



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# Event Promotion & Sponsor Benefits

**PROMOTION/MARKETING:** The **Gloucester Harvest Music Festival** is being marketed throughout the Cape Ann and North Shore/Boston area. Publicity and promotion will consist of extensive multi-media campaigns of Cable, print, radio and on-line as well as posters, postcards and fliers distributed in these areas prior to the event.

**THE WEB:** The official event website is located at [www.GloucesterHarvestMusicFestival.com](http://www.GloucesterHarvestMusicFestival.com). Here Sponsors will have access to information about the event as well as attendees able to access Sponsors Websites. Important information about Addison Gilbert Citizens Fund our charitable cause will be linked.

**COVERAGE:** These are just a few of the publications, radio and cable that will be promoting our event.

Print: The Gloucester Times, The Boston Globe and The Improper Bostonian.

Radio: 104.9, and 92.9, The River.

**ONLINE:** The Event has its own Facebook Page with hundreds of fans, Event Website, Good Morning Gloucester and Performing Arts



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