



PIGEON LAKE  
MUSIC FESTIVAL

# SPONSORSHIP PACKAGE

## 2017

Proudly Presented By:



**HILAH AYERS**  
WILDERNESS RV PARK

August 5th - 6th 2017

473008 Range Road 10

Mulhurst Bay, AB T0C 2C0

[www.hilahayers.com](http://www.hilahayers.com) | [events@hilahayers.com](mailto:events@hilahayers.com)

*"Welcome to the great outdoors!"*

# *Our Objective*

Hilah Ayers Wilderness RV Park is a family owned, operated and oriented seasonal RV resort & campground located in central Alberta that has served the Mulhurst Bay area for 30 years. To commemorate this milestone, we are hosting the inaugural Pigeon Lake Music Festival August 5th - 6th and are looking for sponsors to share event success with. An exciting lineup of emerging, iconic, and talented musicians & entertainers has been assembled and the festival is being methodically planned in a way that is guaranteed to put Pigeon Lake on the map.

Our organization offers affordable RV lots to Canadians and adamantly encourages active and healthy lifestyles, especially within our youth. We strive to inspire togetherness and a community-like atmosphere in an incredibly stunning outdoor environment and we invite visitors to discover the beauty Alberta has to offer.

We believe that a world unplugged is better connected and your investment will help us further advocate that.

## *Sponsorship Options*

The success and longevity of an annual event like this is only possible with the involvement of key industry partners, corporate sponsorship, and enthusiastic local support. We have crafted a variety of packages to ensure each relationship is mutually beneficial. Sponsorship levels are as follows:

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# Gold - \$8,000

Exclusive naming rights for the event (The **insert company name here** Pigeon Lake Music Festival)

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25 weekend passes with daily headliner  
meet & greet opportunities

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Festival entrance signage

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12' X 10' dedicated sponsor booth for  
display and active customer engagement

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Stage banner recognizing gold sponsorship level

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Logo on advertising and printed event  
promotional material (poster & event guide)

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2 daily emcee stage mentions thanking your  
business for its support

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Invitation to join emcee on stage to co-conduct  
daily headliner introductions

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Highlighted feature on website

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12 top-tier logo placement in social media  
marketing

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<:60 promotional video listing sponsors and  
detailing event info

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Company logo included on entrance pass  
wristbands & festival laminates

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# *Silver - \$4,000*

10 weekend passes with daily headliner  
meet & greet opportunities

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Festival entrance signage

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6' X 10' dedicated sponsor booth for display  
and active customer engagement

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Stage banner recognizing silver sponsorship level

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Logo on advertising and printed event  
promotional material (event guide)

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1 daily emcee stage mention thanking your  
business for its support

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Highlighted feature on website


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5 top-tier logo placement in social  
media marketing

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<:60 promotional video listing sponsors and  
detailing event info

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The background of the page features a repeating pattern of stylized birds. Each bird is composed of various musical symbols, including notes, clefs, and treble bass clefs, rendered in a light gray color. The birds are scattered across the page, some facing left and some facing right.

# *Bronze - \$2,000*

4 weekend passes with daily headliner  
meet & greet opportunities

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Festival entrance signage

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Logo on advertising and printed event  
promotional material (event guide)

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Highlighted feature on website

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2 top-tier logo placement in social  
media marketing

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# *Event Partner*

Fully customizable packages also available to  
satisfy company marketing objectives

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Financial and non-financial contributions  
accepted

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*Food Truck Rental Space & Hookups*  
*- \$500/day*

*Booth Rental (max. 2 occupants)*  
*- \$250/day*