

CONNECT WITH DOWNTOWN MISSOULA....



2023 SPONSORSHIP OPPORTUNITIES

MISSOULA Downtown CONNECTING OUR COMMUNITY



The Importance of Sponsoring MDA Events

Building the Economy: MDA's community events bring the community and visitors to the heart of Missoula who spend time and money in our city center.

Access for All: MDA believes folks of all socioeconomic backgrounds should have access to quality community events free of charge - all MDA events are open to the public with no admission fee. Support from local businesses help keep events free for all.

Business Exposure: Sponsorship of MDA events gives you direct contact with attendees. This exposure allows you to have 'top-of-mind' awareness when individuals think and talk about businesses in Missoula.

Business Reflection: Supporting MDA events reflects positively on you and your business - potential customers associate your business with community events that benefit everyone.

Supporting What You Love about Downtown: Revenues generated from MDA events help fund non-revenue generating programs. Examples include flower baskets, holiday decor, Downtown Gift Cards, marketing, advocacy, and more.

Missoula's Sense of Place: MDA community events contribute significantly to our sense of place. They help form our community character and create a place folks want to live, work, and play in.

Keeping it Local: Your sponsorship dollars keep money circulating in our local economy. Sometimes that one dollar can circulate up to seven times when spent with a local business or non-profit organization.

Supporting the MDA: Your support of these events contributes significantly to the MDA's mission to "promote, support, and enhance the vitality of Downtown Missoula for the betterment of our community."

Missoulians are more than willing to come out and enjoy brews, mixed-drinks, and family activities no matter the weather - even in the dead of winter! Winter BrewFest is aimed at bringing the community out to enjoy the snow and enjoy local, Montana-made drinks. Sponsorship opportunities allow your business to take center stage during the event and get in front of several thousand lovers of winter.

Date: Saturday, February 25 | 1-5pm



Polar Vortex Title Sponsorship - \$3,500
(only one available)

1. Logo on all 2023 ordered Winter BrewFest glasses
2. Banner(s) at the event
3. Logo on posters
4. Logo on print advertising
5. Sponsor recognition in all radio ads
6. Recognition on TV and Radio interviews done by MDA staff
7. Recognition in emcee announcements
8. Recognition on all Social Media posts
9. Twelve (12) FREE Admissions

Note: If craft brewery, exclusivity as only brewery sponsor; 4 taps at event

Snow Squall Sponsorship - \$1,500
(only four available)

1. Banner at the event
2. Logo on posters
3. Logo on print advertising
4. Sponsor recognition in all radio ads
5. Recognition on TV and Radio interviews done by MDA staff
6. Recognition in emcee announcements
7. Recognition on all Social Media posts
8. Six (6) FREE Admissions

Fresh Powder Sponsorship - \$700
(unlimited)

1. Banner at the event
2. Line credit on full-color posters
3. Line credit on print advertising
4. Recognition in emcee announcements
5. Four (4) FREE Admissions

Apres Ski Sponsorship- \$300
(unlimited)

1. Line credit on full-color posters
2. Line credit on print advertising
3. Recognition in emcee announcements
4. Two (2) FREE Admissions

Winter Shop Row - \$250 (per 10x10 space)
(6 spots available)

1. Set up a private, branded 10x10 tent to promote business & sell merchandise
- 2 Two (2) FREE Admissions



Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (kristen@missouladowntown.com)

Form should be received as soon as possible or by **January 13, 2023**. Payment to be invoiced prior to event date.

The Missoula Downtown Association will celebrate 29 years of Montana's original and longest running BrewFest. Garden City BrewFest is slated for Saturday, May 6, 2023.

This annual rite of spring- created in 1993 by BRIW Inc - was gifted to the Missoula Downtown Association in 2003 and has grown exponentially since. This event is one of the most well-known, prestigious beer festivals in Montana.



Brew Master Title Sponsorship

\$3,500

(only two available)

1. Logo on all 2023 Garden City BrewFest ordered glasses
2. Opportunity to have booth at event
3. Banner(s) at the event
4. Logo on posters
5. Logo on print advertising
6. Logo on all Event Volunteer T-shirts
7. Sponsor recognition in all radio ads
8. Recognition on TV & Radio interviews done by MDA staff
9. Recognition in emcee announcements
10. Recognition on all Social Media posts
11. Twelve (12) FREE Admissions

Hops Sponsorship - \$1,500

(only four available)

1. Banner at the event
2. Logo on posters
3. Logo on print advertising
4. Logo on all Event Volunteer T-Shirts
5. Sponsor recognition in all radio ads
6. Recognition on TV and Radio interviews done by MDA staff
7. Recognition in emcee announcements
8. Recognition on all Social Media posts
9. Six (6) FREE Admissions

Pint Sponsorship - \$700

(unlimited)

1. Banner at the event
2. Line credit on full-color posters
3. Line credit on print advertising
4. Recognition in emcee announcements
5. Four (4) FREE Admissions

Taster Sponsorship - \$300

(unlimited)

1. Line credit on full-color posters
2. Line credit on print advertising
3. Recognition in emcee announcements
4. Two (2) FREE Admissions

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (kristen@missouladowntown.com)
Form should be received by **March 15, 2023**. Payment to be invoiced prior to event date.

Unseen Missoula, a program of Heritage Missoula from the Downtown Missoula Partnership, offers education-based, guided walking tours to showcase Missoula's unique history. The goals are to help Missoulians and their guests connect to our community, foster cultural identity, and promote our heritage experiences for all.

More than 2,000 people have enjoyed the guided walking tours, and thousands more connected to the program through social media since its inception in 2018. The season begins in April and continues through October. Help us continue to grow this program and preserve Missoula's heritage through these unique and exciting guided walking tours!



Legacy Superstar - \$1,500

(two available)

1. Business co-branded & attached to the tours in all advertising (i.e. "Unseen Missoula brought to you by [business' name]")
2. Logo prominent in all print advertising
3. Logo prominent on website, events & brochures
4. Ability to promote business during all tours and in the "Pop-Up Museum" through various exhibits
5. Sponsor recognition in all radio ads
6. Sponsor recognition in announcements on every tour
7. FREE tickets to tours of your choice for your staff

Preservation Supporter - \$500

(unlimited number available)

1. Ability to promote business during all tours and in the "Pop-Up Museum"
2. Logo in all print advertising and on website, events & brochures
3. Sponsor recognition in all radio ads
4. Sponsor recognition in announcements on every tour
5. 5 FREE tickets to tours of your choice

History Buff - under \$250

(unlimited number available)

1. Ability to promote business at the "Pop-Up Museum"
2. Line listing on all print advertising and on website, events & brochures
3. Sponsor recognition in announcements on every tour
4. 2 FREE tickets to tours of your choice

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (brandon@missouladowntown.com)
Form should be received by March 17, 2023. Payment to be invoice prior to start date.

As two of Missoula's longest running events, Out to Lunch and Downtown ToNight have been a staple in the community. From the local food vendors, to music on the stage, to kids activities, both events have something for everyone. As not miss events for residents and visitors alike, this is the perfect opportunity to get in front of thousands of attendees.

Businesses will have the opportunity to sponsor the entire season of Out to Lunch and/or Downtown ToNight, or sponsor space to table during one of the dates.



Downtown ToNight will start June 1 and Out to Lunch will start June 7. The events will end August 30 and 31 respectively.

Full Season Sponsorship - \$4,000

(three spots available per event - Out to Lunch or Downtown ToNight.)

Get the full attention of those attending the OTL & DTTN. Have your business sponsor the whole season (13 weeks)!

1. Logo on missouladowntown.com event page
2. Logo prominent in all print advertising
3. Logo prominent on event signage
4. Ability to promote business with onsite signage
5. Sponsor recognition in all radio ads
6. Sponsor recognition in social media posts
7. Opportunity to table weekly at the event

Table Sponsorship - \$400

(two spots available per program day - Wed. or Thurs.)

Enjoy OTL & DTTN in person and have your business table at the event on a specific date.

**Note: sponsorship is for one date. Interested in multiple dates? Give us a call and we can put together a package!*

1. Listing on missouladowntown.com event page
2. Ability to promote business with onsite signage
3. Opportunity to table at the event as business feels comfortable
4. Sponsor recognition on social media

Supporter: \$250 or less

1. Listing on missouladowntown.com event page
2. Recognition in social media posts



SPONSORSHIP LEVEL: _____

BUSINESS / ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (hanna@missouladowntown.com)
Sponsorship Date Final Deadline: **April 21, 2023**. Payment to be invoiced prior event start date.

OUT TO LUNCH & DOWNTOWN TONIGHT

Celebrate the 21st year of the Parade of Lights with the Missoula Downtown Association. This official kick-off to the holiday season will be held on **Saturday, December 1, 2023** throughout Downtown Missoula.

This holiday spectacular brings the community together starting in the morning with family friendly activities held at more than 20 businesses throughout Downtown. Santa arrives at to Downtown (location TBD) at 1pm and the Parade of Lights begins at 6pm on Higgins Ave. Following the parade, families and friends gather at the Downtown Tree for the annual lighting. Join in the fun with this community holiday event!



Santa Title Sponsorship - \$1,500 (two available)

1. Business co-branded & attached to the event name in all advertising (i.e. "Parade of Lights brought to you by [business' name]")
2. Logo prominent in all print advertising
3. Logo prominent on event poster, schedule & handbills
4. Ability to promote business during all daytime activites and parade
5. Sponsor recognition in all radio ads
6. Sponsor recognition in announcements at tree lighting
7. FREE float in Parade of Lights

Sleigh Sponsorship - \$500 (unlimited number available)

1. Sign/Table at choice daytime activity
2. Line credit on event poster, schedule & handbills
3. Line credit on print advertising
4. Recognition in announcements at tree lighting
5. FREE float in Parade of Lights

Snowman Sponsorship - \$250 (unlimited number available)

1. Line listing on event poster & handbills
2. Sponsor recognition in announcements at tree lighting
3. FREE float in Parade of Lights

Star Sponsorship - \$750 (unlimited number available)

1. Sign/table at choice daytime activity
2. Sign/table at Bonfire & Tree Lighting
3. Logo in all print advertising and on event poster, schedule & handbills
4. Sponsor recognition in all radio ads
5. Sponsor recognition in announcements at tree lighting
6. FREE float in Parade of Lights

Candy Cane Sponsorship - under \$250 (unlimited number available)

Recognition in announcements at tree lighting

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (hanna@missouladowntown.com)
Form should be recieved by October 30, 2023. Payment will be invoiced prior to event.

The time has come to share the magic of Christmas with your children! The annual Teddy Bear Tea Parties will be held through the holiday season, taking children on a journey with Santa Claus & Mrs. Claus. Guests enjoy tea and a snack, story time, and a craft.

The event is made possible through the generous support of our sponsors and many volunteers.



Rudolph Title Sponsorship - \$1,000

(two available)

1. Business co-branded & attached to the event name in all advertising (i.e. "Teddy Bear Teas brought to you by [business' name]")
2. Logo prominent in all print advertising
3. Logo prominent on website, events & brochures
4. Sponsor recognition in all ads
5. Sponsor recognition in announcements
6. Ten FREE child admission tickets

Dasher Sponsorship - \$500

(two available)

1. Logo on event poster & handbills
2. Sponsor recognition in announcements
3. Line credit on print advertising
5. Six FREE child admission tickets

Comet Sponsorship - \$250

(four available)

1. Sponsor recognition in announcements
2. Line credit on event poster & handbills
3. Line credit on print advertising
4. Four FREE child admission tickets

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (brandon@missouladowntown.com)
Form should be recieved by November 3, 2023. Payment will be invoiced prior to event.

TEDDY BEAR TEAS



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17TH ANNUAL CELEBRATION OF THE MISSOULA EXPERIENCE

AUGUST 25-26, 2023

WWW.RIVERCITYROOTSFESTIVAL.COM



SYNOPSIS

Produced by the Missoula Downtown Association as the community's signature celebration, the River City Roots Festival is on to the top of Montana's "must-do" list. Recognized as the 2009 Montana Tourism Event of the Year, Roots Fest draws more than 15,000 individuals to the heart of the community each year for a variety of fun activities. This free festival features first-class art and entertainment for both residents and visitors. With quality live performances on the main stage on West Main Street, an art show, entertainment for children and families, and a 4-Mile Run through the heart of Missoula, Roots Fest brings a weekend of family fun to the community. In order to produce this free community event, the MDA must raise nearly \$100,000 in sponsorships. The long-term goal of the festival is to draw attendance from both the local area and a regional base to improve the economy of Missoula and emphasize Missoula as the region's destination for art, music, and commerce.

WHEN

**FRIDAY & SATURDAY
AUGUST 25-26, 2023**

WHERE

**DOWNTOWN
MISSOULA, MONTANA**

PURPOSE

- Celebrate the community of Missoula
- Develop and sustain the region's largest signature festival
- Increase customers and revenue for the Missoula business community
- Showcase Downtown Missoula as Western Montana's gem
- Showcase some of the region's most talented artists (art and music)
- Emphasize family fun and fitness
- Expose the region to all the great aspects of Missoula

OPPORTUNITIES

Roots Fest draws more than 15,000 people each year. This is an incredible opportunity to support the community, have exposure for your business, and gain new customers. Sponsorship of Roots Fest is a great way to:

- Launch new products and services
- Align your brand with the Roots Fest experience
- Engage consumers in a meaningful way
- Entertain clients and employees
- Obtain valuable positive exposure to thousands of attendees



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POSSIBLE SPONSOR BENEFITS

- VIP backstage passes
- Logo prominently displayed on signage
- Logo on Roots Fest website (www.rivercityrootsfestival.com) with link to your website
- Logo on festival cups (limited to Title, Main Stage, and Green sponsors)
- Logo on event t-shirts
- Street space for business booth/table to directly promote your business
- Public address recognition and presentation on the Main Stage
- Name on all "Thank You" signage and advertising
- Other options per sponsor request

TITLE SPONSOR (\$10,000) LIMITED TO 2 SPONSORS



- 10 VIP backstage passes for the weekend
- Inclusion in all social media communications
- Logo prominently displayed on all festival signage and event banners
- Opportunity to hang banner in the Main Stage area (business supplies banner)
- Logo on all event t-shirts
- Logo prominently displayed on Main Stage schedule in all hand bills
- Logo on festival cups
- Name in all festival press releases
- Public address recognition and presentation on the Main Stage
- Other options per sponsor request

MAIN STAGE SPONSOR (\$6,000) LIMITED TO 4 SPONSORS

Musical entertainment is the main draw for Roots Fest. Live music takes place Friday and Saturday on Main Street.

- 6 VIP backstage passes
- Opportunity to hang banner in the Main Stage area (business supplies banner)
- Significant presence on Main Stage promoting business sponsorship
- Logo on festival cups
- Logo prominently displayed on Main Stage schedule in all hand bills
- Logo on all event t-shirts
- Name in all press releases pertaining to event entertainment





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ROOTS RUN SPONSOR (\$3,000) LIMITED TO 4 SPONSORS

Missoula's healthy environment is the heart of the festival's 4-Mile Run through the University District, along the river, and ending in Caras Park. The 4-Mile Run is open to individuals of all ages, including parents with strollers, young children, and seniors. With nearly 500 runners in 2022 and more than \$4,500 in cash and prizes awarded to participants, this run is a "must-do" activity on everyone's list.

- 4 VIP backstage passes
- Logo prominently displayed on Run signage
- Logo on all race t-shirts
- Logo on all volunteer t-shirts
- Banner prominently displayed at finish line
- Other options per sponsor request



GREEN SPONSOR (\$3,000) LIMITED TO 4 SPONSORS

We are proud to be working towards making the River City Roots Festival more "green." Steps being taken to make this event more sustainable include partnering with the Climate Smart Missoula "Green Team" to educate festival-goers on recycling opportunities in Missoula, providing water stations to cut down on plastic water bottles, reusable cups for beverages, use of alternative energy sources, and use of recycled paper and inks in print marketing with additional opportunities arising every year. In 2019, we implemented a way to compost disgarded food. We are committed to taking steps to making Roots Fest completely green.

- 4 VIP backstage passes
- Logo prominently displayed on greening signage
- Logo on Green Team & volunteer t-shirts
- Logo on recycling signage
- Other options per sponsor request

SATURDAY FAMILY ROOTS FEST SPONSOR (\$3,000) LIMITED TO 4 SPONSORS

Missoula is Montana's first Playful City USA. With this designation, Missoula becomes a national role model, leading the way for play and growing the next generation of healthy and productive adults. Roots Fest hosts all the children's and family activities in Caras Park, entertaining 3,000-4,000 children and their families. Dozens of local organizations provide fun and educational activities including kid-friendly performances, games, crafting, children's music, youth rock band showcase and more. Help us grow our "Family Roots" by sponsoring this portion of the event.



- 4 VIP backstage passes
- Banner prominently displayed in Caras Park (business supplies banner)
- Logo prominently displayed on Family Fun Festival Signage
- Logo on all volunteer t-shirts (250 shirts)
- Logo on Family Fun Festival's webpage (www.rivercityrootsfestival.com) with link to your website
- Name listed on all festival press releases
- Opportunity to emcee at Youth Performance Stage
- Other options per sponsor request



HOSPITALITY SPONSOR (\$3,000) LIMITED TO 4 SPONSORS

Roots Fest is all about our community and we couldn't put on the event without a collective effort. Over 150 volunteers help make the event a success, and to thank them, a hospitality area is set up to provide them with free food and drinks. In addition to hospitality for the volunteers, a backstage hospitality area is set up for the performers and main-stage crews.

- 4 VIP backstage passes
- Logo on all volunteer t-shirts
- Logo prominently displayed on hospitality signage
- Banner prominently displayed in the festival area
- Name listed on all festival press releases
- Other options per sponsor request



ART SHOW SPONSOR (\$1,500) LIMITED TO 4 SPONSORS

Roots Fest is a showcase of the visual arts alongside musical art. More than 30 local and regional artists participate in the Art Show featuring painting, photography, pottery, sculpture, jewelry, textile arts, and wood, all front and center on Main Street both days of the festival. This component of Roots Fest creates a full-circle experience for those who appreciate art both visually and musically.

- 4 VIP backstage passes
- Logo prominently displayed on Art Show signage
- Logo on volunteer t-shirts
- Banner prominently displayed at the Art Show (business supplies banner)
- Name listed on all festival press releases
- Other options per sponsor request

FOOD COURT SPONSOR (\$1,500) LIMITED TO 4 SPONSORS

A food court of 12-15 local food vendors is placed between the activities on Main Street and those in Caras Park. With the Court's central location, it is one of the heaviest trafficked areas of the festival. In addition, Missoula is seeing a mobile culinary boom with the addition of high-end food trucks and carts serving some of the best cuisine in the city. Don't miss the opportunity to be a part of the culinary experience of the festival by sponsoring this portion of the event.

- 4 VIP backstage passes
- Logo prominently displayed on Food Court signage
- Logo on table toppers in Food Court area
- Logo on Food Court listing in festival program
- Logo on all volunteer t-shirts
- Other options per sponsor request



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OTHER SPONSOR LEVELS

We realize many people want to financially support this great community event, but may not be able to do so at the higher levels. Every year dozens of businesses contribute to Roots Fest as a Festival Patron Supporter. Every little bit helps to ensure Roots Fest admission remains free for everyone.

FESTIVAL PATRON (\$1,000)

- 2 VIP backstage passes
- Name listed in festival program
- Name listed on festival press releases

FESTIVAL SUPPORTER (\$500)

- Name listed in festival program

SPONSORSHIP SIGN-UP

ROOTS FEST



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☐ **YES, PLEASE COUNT ME IN AS A SPONSOR OF THE RIVER CITY ROOTS FESTIVAL.**

I would like to sponsor at the following level:

- | | |
|---|--|
| <input type="checkbox"/> TITLE SPONSOR\$10,000 | <input type="checkbox"/> FOOD COURT SPONSOR \$1,500 |
| <input type="checkbox"/> MAIN STAGE SPONSOR\$6,000 | <input type="checkbox"/> ART SHOW SPONSOR \$1,500 |
| <input type="checkbox"/> FAMILY FUN FEST SPONSOR\$3,000 | <input type="checkbox"/> FESTIVAL PATRON \$1,000 |
| <input type="checkbox"/> 4-MILE RUN SPONSOR\$3,000 | <input type="checkbox"/> FESTIVAL SUPPORTER\$500 |
| <input type="checkbox"/> GREEN SPONSOR\$3,000 | |
| <input type="checkbox"/> HOSPITALITY SPONSOR \$3,000 | |

☐ **YES! I WOULD LIKE TO VOLUNTEER AT THE FESTIVAL! PLEASE CONTACT ME!**

Business Name: _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____



BE A SPONSOR TODAY!

**SPONSORSHIPS CAN BE PAID WITH CASH,
CHECK OR CREDIT CARD TO:**

Missoula Downtown Association
218 E Main St Ste C • Missoula, MT 59802
Phone: 406.543.4238 • Fax: 406.543.9831
info@missouladowntown.com • www.rivercityrootsfestival.com

DEADLINE: FRIDAY, MAY 19, 2023