



PIGEON LAKE MUSIC FESTIVAL



SPONSORSHIP PACKAGE

PROUDLY PRESENTED BY:



HILAH AYERS
WILDERNESS RV PARK

473008 RANGE ROAD 10
MULHURST BAY, AB T0C 2C0
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"SHAKE YOUR TAIL FEATHER!"

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 over 30 years. To celebrate our ongoing commitment to the community and region, we host the Pigeon Lake Music Festival annually on the August long weekend and are looking for sponsors to share event success with. An exciting lineup of emerging, iconic, and talented musicians & entertainers is assembled each year and the festival is methodically planned in a way that has put Pigeon Lake back on the map.

Our organization offers affordable leased RV lots to Canadians and adamantly encourages active and healthy lifestyles, especially among our youth. We strive to inspire togetherness and fellowship in an incredibly stunning outdoor environment, and we invite visitors to discover the beauty that Alberta has to offer. We believe that a world unplugged is better connected and your investment helps us further advocate that.

YOUR SPONSORSHIP

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:

GOLD: \$8,000

20 weekend passes with daily headliner meet & greet opportunities
(\$3,240 Value)

4 festival camping vouchers (\$480 Value)

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

Logo on printed event promotional material (posters & flyers)

2 daily emcee stage mentions thanking your business for its support

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

Highlighted feature on website with URL link (200 X 200 px)

Logo inclusion in website footer slideshow

Logo placement in social media marketing

Logo included on entrance pass wristbands & festival laminates

Logo displayed on video big screen during changeovers throughout the festival

SILVER: \$4,000

10 weekend passes with daily headliner meet & greet opportunities
(\$1,620 Value)

2 festival camping vouchers (\$240 Value)

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

1 daily emcee stage mentions thanking your business for its support

Highlighted feature on website with URL link (150 X 150 px)

Logo placement in social media marketing

Logo displayed on video big screen during changeovers throughout the festival

BRONZE: \$2,000

4 weekend passes with daily headliner meet & greet opportunities
(\$648 Value)

1 festival camping voucher (\$120 Value)

10' X 6' space on event fencing within the concert area for banner display during
festival (banner supplied by and returned to sponsor)

Highlighted feature on website with URL link (100 X 100 px)

Logo placement in social media marketing

CHARITY AUCTION DONOR*

Social media shout outs including picture(s) of donated item(s)

Highlighted feature on website with URL link (150 X 150 px)

On stage donor recognition by auctioneer during bidding

Personalized thank you letter from and individual who directly benefits from donation

6' X 6' space on event fencing within concert area for banner display during festival (banner supplied by and returned to donor)

** Each donated item or package must have a minimum retail value of \$500 and be suitable for live auction bidding; all other items less in value will be given away as door or volunteer appreciation prizes and corresponding donors will receive the bold marketing coverage listed above in return.*

EVENT PARTNER

Fully customizable packages also available to satisfy company marketing objectives

Financial and non-financial contributions accepted

Long-term options available