



2020 SPONSORSHIP OPPORTUNITIES
SACTOWNWINGS.COM

WELCOME TO THE SACTOWN WINGS FESTIVAL

Thank you for taking the time to review this sponsorship proposal for the 5th annual Sactown Wings festival.

Everybody loves a festival, and pretty much everyone loves chicken wings, right? So why hasn't there been a festival dedicated to this delicious food?!

While Sacramento has plenty of beer fests, bacon fests, and chili fests, there was a severe lack of tribute being paid to chicken wings in the area, and we set out to change that! Featuring live music, games, a great beer and margaritas area, and over 40,000 chicken wings!

The Sactown Wing festival features a panel of expert chicken wing judges who select winners in various categories including:

- People's Choice Award
- Best Hot Wing
- Best Specialty Wing
- Best Overall Wing

In addition to celebrating all things wings, we're also proud to benefit the Front Street Animal Shelter each year. The Front Street Animal Shelter, among tons of other valuable services, cares for lost and abandoned animals in our community. We're proud to help them serve their mission in our community!

Winners of the 2017
Sactown Wings
People's Choice Award



AUDIENCE & REACH

30% MALE

70% FEMALE

74% 25-44 years

80%

Sacramento Region Residents

10,000+

Email Marketing List

75,411

Social Media Followers Across Platforms



2019 Sactown Wings
Festival Guests
Enjoying Some Chicken
Wings on the Grass!



SPONSORSHIP OPPORTUNITIES



As Sactown Wings Festival has grown, so has our need for partnerships in the business community.

Sponsoring the festival allows us to cultivate the a wow-worthy food experience in the farm-to-fork capital of the nation. It also provides you with valuable promotional and on-site exposure to the most influential demographic in the area: those with an interest in being a part of the community and celebrating the vast food and cultural experiences our city has to offer. Additionally, it helps to associate your name with helping to raise funds for a valuable community resource, Front Street Animal Shelter who benefits from the success of the festival.

There are a number of ways to support Sactown Wings Festival. We invite you to take a look at some of the options available and then complete the sponsorship form to help us create a package that works for you.

2019 Sactown Wings
Festival Guest
Who's Stocked up on
Chicken Wings to Try!



Participation with Sactown Wings Festival gives sponsors unique opportunities to customize their interaction with attendees and the surrounding communities. Corporate sponsors can customize their participation to increase visibility and spotlight their brand at the festival.

EXCLUSIVE PRESENTING SPONSOR: \$5,500

Representation as the "SACTOWN WINGS, presented by _____"

logos and/or text in all festival marketing and collateral material.

- 15 General Admission Passes to the Festival + 5 VIP Passes
- On-site parking pass
- Logo placement on the music stage
- Logo on the festival sponsorship page hyper-linked to your website
- Festival social media mentions
- On-site booth presence
- Logo Inclusion on the festival flier

PREMIER SPONSOR: \$3,500

-Judging Station naming rights - "Presented By: _____"

- 10 General Admission Passes to the Festival + 3 VIP Passes
- On-site parking pass
- Logo on the festival sponsorship page hyper-linked to your website
- Festival social media mentions
- On-site booth presence

INTERACTIVE SPONSOR: \$1,750

- 10 Passes to the festival
- Branded interactive space within the festival in a premier location (20x40)
- Logo on the festival sponsorship page hyper-linked to your website

WING-EATING COMPETITION SPONSOR: \$1,500

-Wing-eating competition naming rights - "Presented By: _____"

- 10 General Admission Passes to the Festival
- Logo on the festival sponsorship page hyper-linked to your website
- On-site booth presence

SUPPORTING SPONSOR: \$750

- 5 Passes to the festival
- On-Site booth presence (10x10)
- Logo on the festival sponsorship page hyper-linked to your website

Additional Sponsorship Opportunities Available: wristband branding, mug branding, judging token branding