



MARKETING PARTNERSHIPS



MARKETING PLAN

SOCIAL MEDIA LOCAL & OUT OF AREA

HEARTLAND LIVING MAGAZINE

NEWSPAPER LOCAL & OUT OF AREA

RADIO LOCAL & OUT OF AREA

POSTERS AND BANNERS

**DIGITAL BILLBOARDS LOCAL AND OUT OF
AREA**

TELEVISION PR ON REGIONALLY

TELEVISED STATIONS

WEBSITE

STATS PREVIOUS YEARS

2018 - 5,000 ATTENDEES W/ 20% OUT OF AREA ATTENDEES

2019 - 10,000 ATTENDEES W/ 30 % OUT OF AREA

2020- CANCELED DUE TO PANDEMIC

2021 - 6,000 ATTENDEES (POST COVID SHUTDOWNS) W/ 33 % OUT OF AREA ATTENDEES

ADDITIONAL DEMOGRAPHIC INFORMATION IS AVAILABLE UPON REQUEST

TITLE SPONSOR-\$10,000

- "PRESENTED BY" "PRESENTED BY" TITLE FOR ALL MARKETING
- LOGO ON ADVERTISING & MARKETING MATERIALS
- BUSINESS NAME MENTIONED IN RADIO AD
- PROMINENT LOGO ON EVENT WEBSITE/TICKET PURCHASE PAGE
- EXCLUSIVE LOGO AT THE "MAKE YOUR OWN SODA" TENT
- COMPLIMENTARY VENDOR BOOTH AT MAIN EVENT WITH PREMIUM FACILITY
- UP TO 100 FREE CARDS FOR SODA TASTINGS AT MAIN EVENT
- UP TO 100 "SODA FEST" COMMEMORATIVE BRANDED GIFTS
- UP TO 100 TICKETS TO THE VIP SECTION OF THE SATURDAY NIGHT CONCERT, TO INCLUDE COMPLIMENTARY BEER.
- RECOGNITION AT CHAMBER LUNCHEONS LEADING UP TO EVENT
- LOGO EMBROIDERED ON WINNER & RUNNER UP SASH TO BE WORN THROUGHOUT THE YEAR

ENTERTAINMENT SPONSOR-\$3,500

- “PRESENTED BY” ANNOUNCED BEFORE ALL ENTERTAINMENT ALL DAYS OF THE FESTIVAL
- LOGO ON SOCIAL MEDIA
- BUSINESS LOGO ON SCHEDULE OF EVENTS LINEUP
- LOGO ON EVENT WEBSITE
- PROMINENT LOGO FOR BLOCK PARTY CONCERT
- COMPLIMENTARY VENDOR BOOTH AT MAIN EVENT WITH PREMIUM PLACEMENT
- UP TO 30 PUNCH CARDS FOR SODA TASTINGS AT MAIN EVENT
- UP TO 30 “SODA FEST” COMMEMORATIVE BRANDED GIFTS
- UP TO 30 TICKETS TO THE VIP SECTION OF THE SATURDAY NIGHT CONCERT, TO INCLUDE COMPLIMENTARY BEER.
- ONE SPONSORSHIP AVAILABLE





TASTING GLASS SPONSOR - \$2,500

- **BUSINESS LOGO ON OFFICIAL COMMEMORATIVE MINI MASON JARS GIVEN TO ALL ATTENDEES**
- **LOGO ON EVENT WEBSITE AND POSTED ON SOCIAL MEDIA**
- **COMPLIMENTARY VENDOR BOOTH AT MAIN EVENT**
- **UP TO 12 PUNCH CARDS FOR SODA TASTINGS AT MAIN EVENT**
- **UP TO 12 "SODA FEST" COMMEMORATIVE BRANDED GIFTS**
- **TASTING GLASS USED AS PROP FOR PR EVENTS**
- **UP TO 10 TICKETS TO THE VIP SECTION OF THE SATURDAY NIGHT CONCERT, TO INCLUDE COMPLIMENTARY BEER**
- **ONE SPONSORSHIP AVAILABLE**

VOLUNTEER SODA TASTING T-SHIRT SPONSOR - \$2,500

- **BUSINESS LOGO ON THE SODA TASTING VOLUNTEER T-SHIRTS (OVER 300)**
- **LOGO ON EVENT WEBSITE AND POSTED ON SOCIAL MEDIA**
- **COMPLIMENTARY VENDOR BOOTH AT MAIN EVENT**
- **UP TO 12 PUNCH CARDS FOR SODA TASTINGS AT MAIN EVENT**
- **UP TO 12 "SODA FEST" COMMEMORATIVE BRANDED GIFTS**
- **UP TO 10 TICKETS TO THE VIP SECTION OF THE SATURDAY NIGHT CONCERT TO INCLUDE COMPLIMENTARY BEER**
- **ONE SPONSORSHIP AVAILABLE**



PHOTO BOOTH SPONSOR - \$2,000

- PHOTO BOOTH "PRESENTED BY" SIGNAGE
- BUSINESS HASHTAG TO BE USED ON SOCIAL MEDIA AND ADVERTISED AT PHOTO BOOTH
- BUSINESS NAME MENTIONED THROUGHOUT EVENT
- LOGO ON EVENT WEBSITE
- COMPLIMENTARY VENDOR BOOTH AT MAIN EVENT WITH PREMIUM PLACEMENT
- UP TO 12 PUNCH CARDS FOR SODA TASTINGS AT MAIN EVENT
- UP TO 12 "SODA FEST" COMMEMORATIVE BRANDED GIFTS
- UP TO 16 TICKETS TO THE VIP SECTION OF THE SATURDAY NIGHT CONCERT, TO INCLUDE COMPLIMENTARY BEER
- SODA POP PRINCESS PICTURE OPPORTUNITY AFTER CROWN IS AWARDED-POSTED TO SOCIAL MEDIA AND SUBMITTED IN PRESS RELEASE
- ONE SPONSORSHIP AVAILABLE





SODA CADDY SPONSOR - \$1,500

- **BUSINESS LOGO ON OFFICAL SODA CADDYS USED TO PACKAGE SODA PURCHASED AT THE FESTIVAL**
- **LOGO ON EVENT WEBSITE AND POSTED ON SOCIAL MEDIA**
- **COMPLIMENTARY VENDOR BOOTH AT MAIN EVENT**
- **UP TO 10 PUNCH CARDS FOR SODA TASTINGS AT MAIN EVENT**
- **UP TO 10 “SODA FEST” COMMEMORATIVE BRANDED GIFTS**
- **SODA CADDY USED AS PROP FOR PR EVENTS**
- **UP TO 8 TICKETS TO THE VIP SECTION OF THE SATURDAY NIGHT CONCERT, TO INCLUDE COMPLIMENTARY BEER**
- **ONE SPONSORSHIP AVAILABLE**

NAME YOUR STREET SPONSOR-\$500



- STREET "PRESENTED BY" WITH LOGO - LIST OF ALL VENDORS ON THAT STREET
- CHOICE OF STREET-FIRST COME, FIRST SERVE
- BUSINESS LOGO ON FESTIVAL MAP
- LOGO ON EVENT WEBSITE
- PROMINENT LOGO FOR BLOCK PARTY CONCERT
- COMPLIMENTARY VENDOR BOOTH AT MAIN EVENT WITH PREMIUM PLACEMENT
- UP TO 4 PUNCH CARDS FOR SODA TASTINGS AT MAIN EVENT
- UP TO 4 "SODA FEST" COMMEMORATIVE BRANDED GIFTS
- UP TO 4 TICKETS TO THE VIP SECTION OF THE SATURDAY NIGHT CONCERT, TO INCLUDE COMPLIMENTARY BEER
- SIX SPONSORSHIPS AVAILABLE

SODA POP PRINCESS SPONSOR-\$1,500

- NAME MENTIONED THROUGHOUT PALE ALE AND DURING SODA FESTIVAL
- BUSINESS LOGO DISPLAYED ON PALE ALE STAGE
- LOGO ON EVENT WEBSITE
- LOGO USED ON SOCIAL MEDIA
- "PRESENTED BY" ON PALE ALE & BEER RELEASE
- LOGO DISPLAYED ON PROGRAM
- LOGO EMBROIDERED ON WINNER & RUNNER UP SASH TO BE WORN THROUGHOUT THE YEAR
- COMPLIMENTARY VENDOR BOOTH AT MAIN EVENT
- UP TO 10 FREE TASTINGS FOR SODA TASTINGS AT MAIN EVENT
- UP TO 10 "SODA BEST" COMMEMORATIVE BRANDED GIFTS
- UP TO 8 TICKETS TO THE VIP SECTION OF THE SATURDAY NIGHT CONCERT, TO INCLUDE COMPLIMENTARY BEER
- TWO SPONSORSHIPS AVAILABLE

SOLD OUT