



## SPONSORSHIP OPPORTUNITIES



## During Salmonfest Ninilchik is the 5<sup>th</sup> largest city in Alaska

What began as an awareness campaign to save Bristol Bay from Pebble Mine, has evolved into one of the largest music festivals north of Seattle. Entering its ninth year, Salmonfest has become widely recognized both nationally and within the state as the most compelling and dynamic event in Alaska. Every year, more than 8,000 people turn the Kenai Peninsula village of Ninilchik into a small city as families and friends fill the region with fish, love and music. The three day extravaganza includes 60 bands, four stages, Alaska's top food, art and brews, as well as a science symposium and daily children's program.

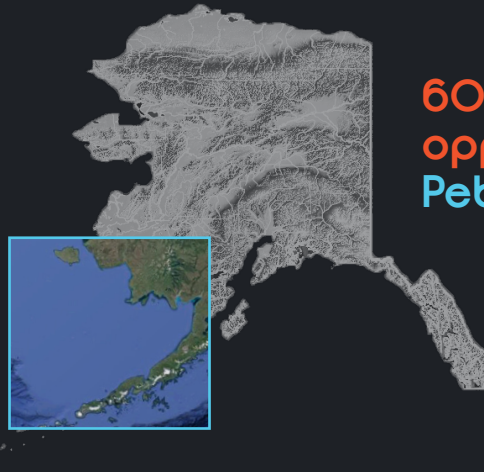






# PEBBLE NEVER

Since its inception, Salmonfest has been a catalyst for protecting salmon habitat, including Bristol Bay. Salmonfest has remained a galvanizing force contributing hundreds of thousands of dollars to ocean conservation efforts throughout Alaska.

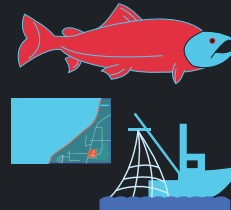


60% of Alaskans  
oppose the  
Pebble Mine

Protecting Bristol Bay since 2011



**united**  
TRIBES OF BRISTOL BAY



# FISH FOREVER!

75% of U.S. Seafood  
\$16 Billion annual  
revenue 100,000  
US jobs 12.9 Billion  
annual servings





# AMPLIFY YOUR BRAND



Statewide radio reach.  
10,000+ copies of festival  
guide 10,000+ social  
followers across social  
media. 30,000 copies of  
Coast Magazine. 55% of  
tickets are sold to women.  
8,000+ attendees from 40+  
States and 12 countries.

SALMONFEST IS AN INCREDIBLE  
WAY TO SHARE YOUR STORY AND  
ENHANCE YOUR BRAND WITHIN  
ALASKA AND WITH MUSIC LOVERS  
AROUND THE WORLD.



# PAST PERFORMERS

Michael Franti  
& Spearhead  
Ani DiFranco  
Railroad Earth  
Greensky  
Bluegrass

Brandi Carlile  
Emmylou Harris  
Jewel  
Indigo Girls  
Jason Mraz  
Lucinda Williams



# JOIN US AND SHARE YOUR STORY





## MENU OF OPPORTUNITY

- Customized social post across all Salmonfest platforms (10,000+ followers)
- Logo featured in Salmonfest E-Newsletter[s]
- Banner[s] displayed at festival
- Logo included in Salmonfest Festival Guide (8,000 copies)
- Ad placement in Coast Magazine (30,000 copies in July issue distributed statewide. Multiple sizes available)
- Single, 2-Day, and 3-Day Salmonfest passes
- Up to \$500 in Salmonfest Merchandise credits
- Vendor booth space (10'x10' & 10'x20')



## Let's get creative, MIX AND MATCH! LET US DESIGN THE RIGHT PACKAGE FOR YOUR BUDGET AND MARKETING GOALS.

- VIP packages available (option to upgrade to RV Parking)
- Access to backstage, Green Rooms and VIP areas
- Access to artist events
- Option to include branded materials in VIP/Artist gift bags
- Category exclusivity available



- Sponsorship of Ocean, River, Inlet and Headwaters Stages
- PA reads by stage MC's
- Option to feature products backstage and in VIP areas
- Priority camping available
- Option to sponsor Salmonfest Aftershock Music Series in Homer, AK



THANK  
YOU

"PEOPLE WILL FORGET WHAT  
YOU SAID, PEOPLE WILL FORGET  
WHAT YOU DID, BUT PEOPLE WILL  
NEVER FORGET HOW YOU MADE  
THEM FEEL." -MAYA ANGELOU