

SALMONFEST

ESTABLISHED 2011



Sponsorship Opportunities

WHAT IS SALMONFEST ?



During Salmonfest, Ninilchik is the 5th 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. Established in 2011, Salmonfest is widely recognized both nationally and within the state as the most dynamic event in Alaska. Every year, more than 8,000 people turn the picturesque oceanfront 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 including the new ARCHES Amphitheater, a daily children's program, and over a hundred vendors showcasing Alaska's top food, art, and brews. The festival's salmon roots thrive along the 'Salmon Causeway' where educators, scientists and activists offer opportunities to learn, engage and take action to protect wild salmon and the habitat on which the iconic species depends for its survival.

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.

BRISTOL BAY

SALMONFEST

Nearly 2/3 of Alaskans
oppose the Pebble Mine

Protecting Bristol Bay since 2011



united
TRIBES OF BRISTOL BAY



FISH FOREVER!

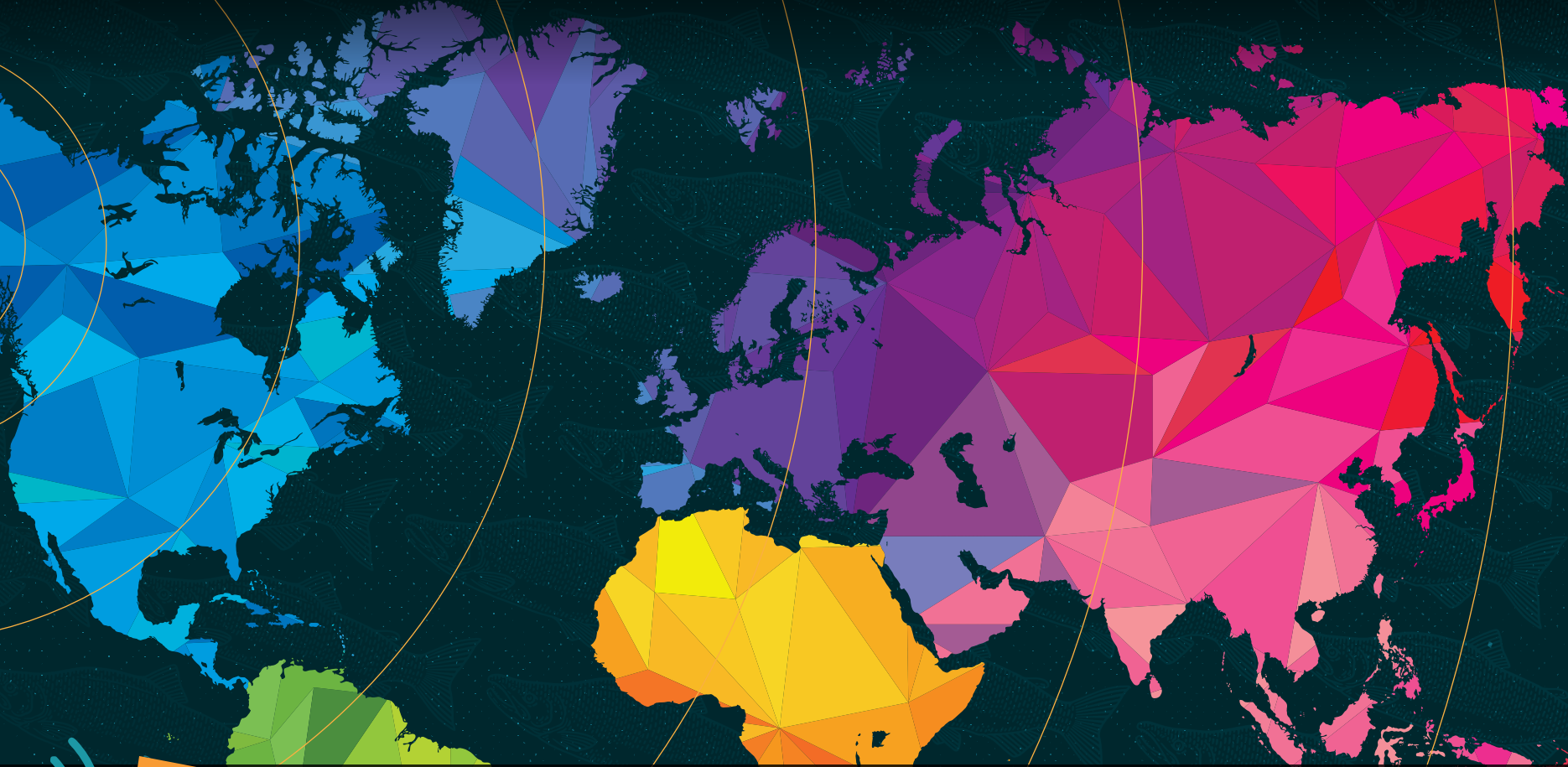
Alaskan Seafood Alaskan Seafood is a renewable resource and an economic engine that is only becoming more valuable.

The numbers are staggering...

- **60% OF SEAFOOD CONSUMED IN THE U.S. COMES FROM ALASKA**
- **\$16 BILLION IN ECONOMIC ACTIVITY**
- **100,000 U.S. JOBS**
- **13 BILLION SERVINGS**
- **ALASKA SEAFOOD IS SOLD IN 105 COUNTRIES**



Salmonfest is an incredible way to **share your story** and **enhance your brand** within Alaska and with music lovers around the world.



AMPLIFY

YOUR

BRAND

- 8,000 ATTENDEES FROM 42 STATES, 15 COUNTRIES, AND GROWING
- STATEWIDE AND NATIONAL MEDIA FOOTPRINT
- 20,000+ SOCIAL FOLLOWING
- 13,000 EMAIL SUBSCRIBERS
- TICKET HOLDERS ARE 56% FEMALE, MAJORITY AGE IS 25-45 YEARS
- 70% TICKETS SOLD IN ALASKA, 30% OUT OF STATE & INTERNATIONAL

// past performers

★ MICHAEL FRANTI
& SPEARHEAD

★ ANI DIFRANCO

★ RAILROAD EARTH

★ BRANDI CARLILE

★ GREENSKY BLUEGRASS

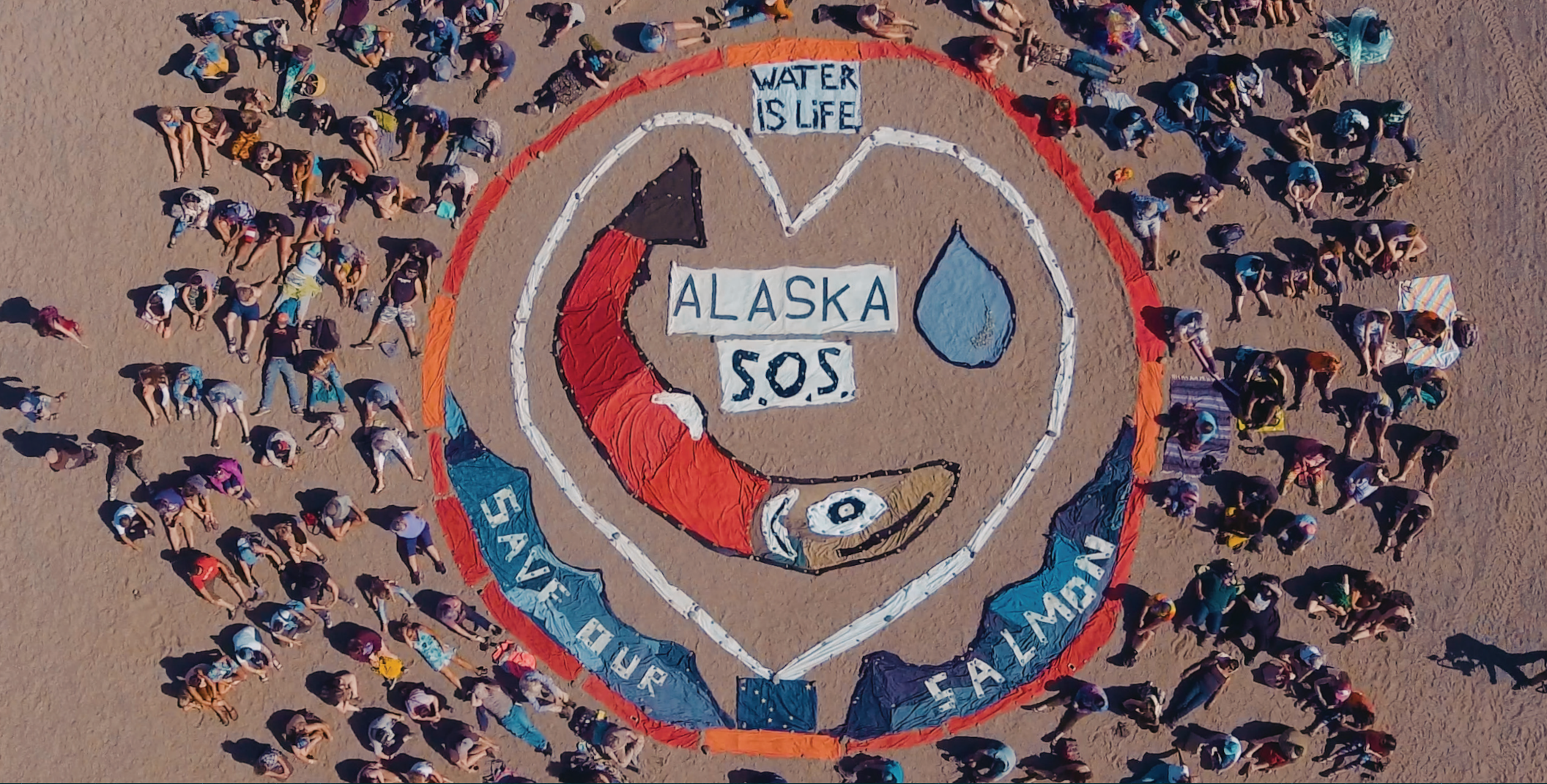
★ EMMYLOU HARRIS

★ JEWEL

★ INDIGO GIRLS

★ JASON MRAZ

★ LUCINDA WILLIAMS



Join us and share your story.





LET'S GET CREATIVE.

Mix and match! Let us design the right package for your budget and marketing goals.

- 🎤 Customized social posts across all Salmonfest platforms (10,000+ followers)
- 🎤 Logo featured in Salmonfest e-newsletters
- 🎤 Banners displayed at festival
- 🎤 Logo included in festival guide (8,000 copies)
- 🎤 Multiple-size ad placement in Coast Magazine (30,000 copies of July issue distributed statewide)
- 🎤 Single, 2-day, and 3-day Salmonfest passes
- 🎤 Up to \$500 in Salmonfest merchandise credits
- 🎤 Vendor booth space (10'x10' and 10'x20')
- 🎤 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



SOCKEYE

\$5,000+

- Logo with backlink on Salmonfest homepage
- Your banner displayed at the festival (size 3'x5')
- Logo in brochure & festival guide distributed at festival (8,000 copies)
- Four 3-day festival passes. Two additional available at reduced price (\$129)
- One premium on-site camping pass (two cars per space) or an RV space
- 10'x10' Vendor booth space during (optional)
- Option to feature products backstage, in green rooms, and in artist/VIP gift bags

COHO

\$10,000+

- Logo with backlink on Salmonfest homepage
- Your banner displayed at the festival (size 3'x5')
- Logo with backlink in e-newsletter (12,000 people, multiple dates available)
- Logo in brochure & festival guide distributed at festival or integrated into festival map in guide (8,000 copies)
- Four 3-day festival passes. Four additional available at reduced price (\$129)
- Two premium on-site camping passes (two cars per space) or an RV space
- Six 3-day festival passes with four additional available at reduced price (\$129)
- 10'x10' Vendor booth space during festival (optional)
- \$100 credit for Salmonfest merch
- Option to feature products backstage, in green rooms, and in artist/VIP gift bags

CHINOOK

\$15,000+

- Logo with backlink on Salmonfest homepage
- Two banners displayed at the festival (size 3'x5')
- Logo featured in Salmonfest e-newsletter (multiple dates available)
- Logo in brochure & festival guide distributed at festival (8,000 copies)
- Eight 3-day festival passes with four additional available at reduced price (\$129)
- Three premium on-site camping spaces (two cars per space) or two RV spaces
- 10'x20' Vendor booth space during festival (optional)
- On-site camping (optional)
- \$250 credit for Salmonfest merch
- Logo on LED board
- Option to feature products backstage, in green rooms, and in artist/VIP gift bags
- Social media post on all platforms (not available for cannabis and some alcohol sponsors)

HEADLINE SPONSOR

\$25,000

ONLY 3 AVAILABLE

- Logo with backlink on Salmonfest homepage
- Three banners displayed at the festival (size 4'x8')
- Logo featured in Salmonfest e-newsletter (multiple dates available)
- Logo in brochure & festival guide distributed at festival (8,000 copies)
- Four premium camping spaces (two cars per space) or three RV spaces
- Six VIP tickets with laminates & access backstage
- 10'x20' Vendor booth space during festival (optional)
- \$500 credit for Salmonfest merch
- Logo on LED board
- Option to feature products backstage, in green rooms, and in artist/VIP gift bags
- Logo on Salmonfest poster
- Salmonfest Aftershock sponsorship (tickets, logo on poster, mentioned in promotion)
- MC reads from stages throughout weekend
- Social media post on all platforms (not available for cannabis and some alcohol sponsors)
- Access to VIP box in amphitheater throughout weekend
- Category exclusivity negotiable



**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