

SALMONFEST

ESTABLISHED 2011

 Sponsorship Opportunities

WHAT IS SALMONFEST ?



During Salmonfest, Ninilchik is the 5th largest city in Alaska.

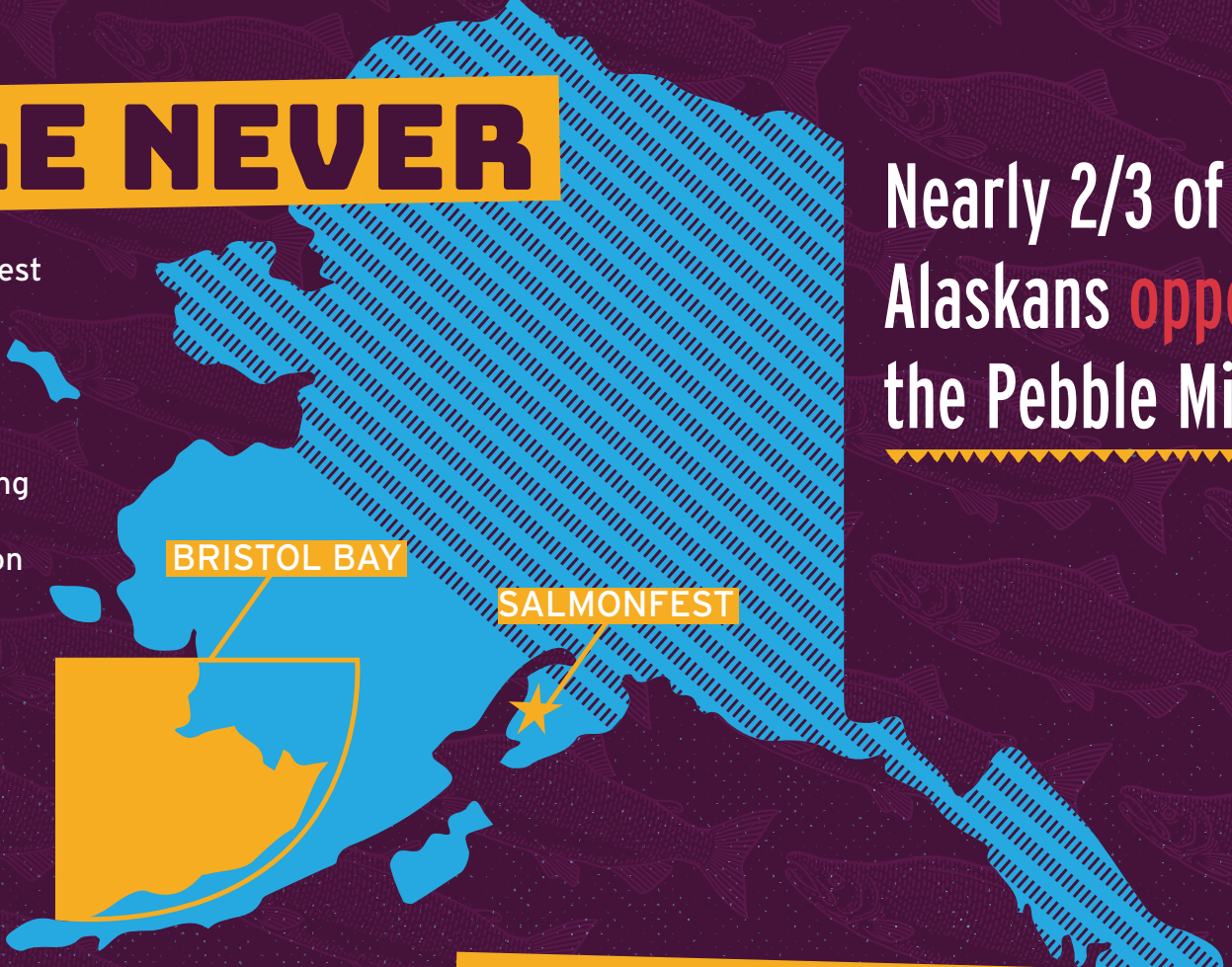
What began as an awareness campaign to save Bristol Bay from Pebble Mine has evolved into one of the largest music festivals north of Seattle. Established in 2011, Salmonfest is widely recognized both nationally and within the state as the most dynamic event in Alaska. Every year, more than 8,000 people 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.



Nearly 2/3 of Alaskans **oppose** the Pebble Mine

Protecting Bristol Bay since 2011

FISH FOREVER!



united
TRIBES OF BRISTOL BAY



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
- ALASKAN 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
- 40,000+ SOCIAL FOLLOWING
- 15,000 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

- ★ SHAKEY GRAVES
- ★ SIERRA FERRELL
- ★ DAWES
- ★ MICHAEL FRANTI & SPEARHEAD
- ★ ANI DIFRANCO
- ★ RAILROAD EARTH
- ★ BRANDI CARLILE
- ★ GREENSKY BLUEGRASS
- ★ EMMYLOU HARRIS
- ★ JEWEL
- ★ INDIGO GIRLS
- ★ JASON MRAZ
- ★ LUCINDA WILLIAMS

Is there an artist **you want to see** at Salmonfest?





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.

- Amphitheater VIP Box for 6
- Up to \$500 in Salmonfest merchandise credits
- Category exclusivity available
- Customized social posts across all Salmonfest platforms (40,000+ followers)
- Vendor booth space (10'x10' and 10'x20')
- Sponsorship of Ocean, River, Inlet, and Headwaters stages
- Logo featured in Salmonfest e-newsletters
- VIP packages available (option to upgrade to RV parking)
- Sponsorship of annual and pop-up events
- Banners displayed at festival
- Access to backstage Green Rooms and VIP areas
- PA reads by stage MC's
- Logo included in festival guide (8,000 copies)
- Access to artist events
- Option to feature products backstage and in VIP areas
- Venue naming rights
- Option to include branded materials in VIP/artist gift bags
- Priority camping available
- Single, 2-day, and 3-day Salmonfest passes
- 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)
- Five 3-day festival passes, option to purchase additional passes at discount (max 4)
- One car/small truck per site, option to purchase additional camping or upgrade to RV camping
- Option to upgrade to VIP Box depending on availability
- 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)
- Eight 3-day festival passes, option to purchase additional passes at discount (max 6)
- Two premium campsites, one car/small truck per site, option to purchase additional camping or upgrade to RV camping
- 10'x10' Vendor booth space during festival (optional)
- Credit for meals at Amphitheater Grill
- Option to upgrade to VIP Box depending upon availability
- 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)
- Ten 3-day festival passes, option to purchase additional passes at discount (max 8)
- Three premium campsites, one car/small truck per site, option to purchase additional camping or upgrade to RV camping
- 10'x20' Vendor booth space during festival (optional)
- \$250 credit for Salmonfest merch
- Credit for meals at Amphitheater Grill
- Logo on main stage LED boards
- Option to upgrade to VIP Box depending on availability
- 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 on Salmonfest poster
- Meal for 8 in Headliner 4-Star Green Room
- 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 main stage LED boards
- Option to feature products backstage, in green rooms, and in artist/VIP gift bags
- 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



INTRODUCING

ARCHES AMPHITHEATER VIP BOXES



The new ARCHES Amphitheater has taken the musical experience in Alaska to new levels. Salmonfest has long been the premier event each summer but new events of all kinds will be utilizing the facility. Purchasing a box is the perfect way to experience Salmonfest with a group of 4-8 people.

VIP BOX BENEFITS



- **PRIVATE BOX WITH BEST VIEW OF STAGE IN THE AMPHITHEATER**
- **VIP TREATMENT INCLUDING BEVERAGE SERVICE**
- **BOND WITH YOUR FRIENDS, FAMILY & COLLEAGUES**
- **BANNERS UP FRONT ADVERTISING YOUR COMPANY/ORGANIZATION FOR ADDITIONAL EXPOSURE**

SALMONFEST SMOKED SALMON SUPER BOWL

SMOKED SALMON SUPER BOWL SPONSORSHIP

\$2,500+

SMOKED SALMON SPONSOR BENEFITS:

- Smoked Salmon Super Bowl presented by (your company)
- Announcements from main stage during salmonfest
- Presenting sponsor in all media
- Tickets & camping included
- Judge the competition
- Product included in contest (optional)



A photograph of a man at a festival, seen from behind, with his arms raised in a crowd. He is wearing a black tank top, sunglasses, and a black and yellow patterned scarf. He has a blue wristband on his left wrist and a black wristband on his right. The background shows a large white tent and other festival-goers under a clear blue sky.

**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