

August 28-29, 2020-Foxfire Ranch

MissiHippi

**Music & Arts
Festival**



Sponsorship Packet

Sponsorship Benefits

- Showcase your brand to your target market at the MissiHippi Music and Arts Festival
- Gain exposure through our marketing campaign including social media, posters, and experiential
- Build customer relationships and find new customers

Target Market (data from @MissiHippiFest Social Media analytics)

- 58% Women & 42% men
- Our target market is Oxford locals, Ole Miss students, Tupelo, Memphis, Jackson, and beyond
- Expecting ~2,000 attendees

Where and when will MissiHippi take place?

We are excited to announce that we will be growing next year from a one-day to a two-day event! The second annual MissiHippi Music and Arts Festival will take place August 28-29, 2020 at Foxfire Ranch in Waterford, MS (20 minutes north of Oxford, MS). We are expecting around 2500-3000 attendees.



Sponsorship Opportunities

Tier 3 Sponsor \$500

- 2 GA Weekend Wristbands
- Listed as a sponsor on “We Love our Sponsors” banner at festival
- Logo or name placed under Tier 3 Sponsors section on website

Tier 2 Sponsor \$750

- 4 GA Weekend Wristbands
- Listed as sponsor on official MissiHippi 2020 Lineup T-Shirt
- Listed as a sponsor on “We Love our Sponsors” banner at festival
- Logo or name placed under Tier 2 Sponsors section on website

Tier 1 Sponsor \$1,000

- 8 GA Weekend Wristbands
- Listed as sponsor on official MissiHippi 2020 poster
- Listed as sponsor on official MissiHippi 2020 Lineup T-Shirt
- 1 social media shout-out prior to festival
- Listed as a sponsor on “We Love our Sponsors” banner at festival
- Logo or name placed under Tier 1 Sponsors section on website

10x10 Vendor Booth Space \$500

- Designated area for 10x10 tent (provided by you) to market your business on-site

Official Koozie Sponsor \$2,000 (exclusive- first come, first serve)

- 2 VIP Tickets
- Business name or logo on official MissiHippi koozies (Koozies provided by you)
- Plus all Tier 1 benefits

~~Official Cup Sponsor \$2,000 (exclusive- first come, first serve)~~

- ~~• 2 VIP Tickets~~
- ~~• Business name or logo on official MissiHippi cups (cups provided by you)~~
- ~~• Plus all Tier 1 benefits~~

Wristband Sponsorships

Shuttle Wristband Sponsor \$2,000 (exclusive- first come, first serve)

- 2 VIP Tickets
- Business name or logo on all shuttle Wristbands
- Plus all Tier 1 benefits

21+ Wristband Sponsor \$2,000 (exclusive- first come, first serve)

- 2 VIP Tickets
- Business name or logo on all 21+ Wristbands
- Plus all Tier 1 benefits

VIP Wristband Sponsor \$2,500 (exclusive- first come, first serve)

- 2 VIP Tickets
- Business name or logo on VIP Wristband
- Plus all Tier 1 benefits

GA Weekend Pass Wristband Sponsor \$5,000 (exclusive- first come, first serve)

- 2 VIP Tickets
- Business name or logo on all GA 2-day weekend passes
- Plus all Tier 1 benefits

Exclusive Wristband Sponsor \$7,500 (\$11,500 value) (exclusive- first come, first serve)

- 2 VIP Tickets
- Business name or logo on all wristbands mentioned above
- Plus all Tier 1 benefits

VIP Area Sponsor \$7,500 (exclusive- first come, first serve)

- 4 VIP Tickets
- Business name or logo on Banner for all exclusive VIP Areas (i.e. VIP Area brought to you by XX)
- Plus all Tier 1 benefits

Secondary Stage Sponsor \$12,500 (exclusive- first come, first serve)

- 4 VIP Tickets
- Exclusive naming rights to Secondary Stage
- Plus all Tier 1 benefits

Main Stage Sponsor \$15,000 (exclusive- first come, first serve)

- 6 VIP Tickets
- Exclusive naming rights to Main Stage (logo will be on the top banner on the main stage)
- Plus all Tier 1 benefits

Presenting Sponsor \$20,000 (exclusive- first come, first serve)

- 15 VIP Tickets
- “MissiHippi Music and Arts Festival brought to you by XXXX”
- Your logo incorporated into our official logo
- Plus all Tier 1 benefits

The MissiHippi Mission

Mission Statement

Our ultimate goal is for Mississippi to not only be the “Birthplace of America’s Music”, but also the pinnacle of America’s music! We will do this by providing unforgettable experiences at our events while also empowering the next generation of Mississippi musicians. We will donate a portion of our profits to furthering the music education of Mississippi youths by donating to Mississippi public schools to buy new instruments, offering scholarships to music camps, and so much more. We hope that by providing the next generation of Mississippi musicians with the essential tools they need for a proper music education that one day they will be the headliners of the MissiHippi Music and Arts Festival.



Why is this our mission?

“Science has shown that when children learn to play an instrument, their brains begin to hear and process sounds that they couldn’t otherwise hear. This helps them develop “neurophysiological distinction” between certain sounds that can aid in literacy, which can translate into improved academic results for kids”

Our goal for the MissiHippi Music and Arts Festival isn’t just to improve music education for children in Mississippi, it’s to improve the overall lives of children in Mississippi. We want to see Mississippi flourish as a state, and we believe that all starts with childhood education. We are passionate about this cause and hope that you will see this festival as not only a way to market and improve brand recognition for yourself or your business, but as a way to better Mississippi.

Additional Info

Visit our website www.MissiHippi.com or our social media @MissiHippiFest for more info on artists, the venue, our mission, or the Fest in general

For more info regarding becoming a sponsor, contact Jonathan Smith- jsmith@missihippi.com cell: 205-504-1504

MissiHippi Sponsorship Commitment Form



Choose sponsorship level:

- | | |
|--|---|
| <input type="checkbox"/> Tier 3 | <input type="checkbox"/> VIP Wristband |
| <input type="checkbox"/> Tier 2 | <input type="checkbox"/> GA Weekend Wristband |
| <input type="checkbox"/> Tier 1 | <input type="checkbox"/> Exclusive Wristband |
| <input type="checkbox"/> Vendor Booth Space | <input type="checkbox"/> VIP Area |
| <input type="checkbox"/> Official Koozie | <input type="checkbox"/> Secondary Stage |
| <input type="checkbox"/> Official Cup | <input type="checkbox"/> Main Stage |
| <input type="checkbox"/> Shuttle Wristband | <input type="checkbox"/> Presenting Sponsor |
| <input type="checkbox"/> 21+ Wristband | |

Sponsorship Information:

Company Name: _____

Main Contact: _____ Title: _____

Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Payment Information:

Payment by:

- Check Credit Card N/A

Total Due: _____ Credit Card #: _____

Expiration: _____ CVV: _____

Billing Address: _____

Mail completed forms and payment to:

MissiHippi Music and Arts Fest
951 Frontage Rd Unit 3
Oxford, MS 38655

Make checks payable to our parent company FJ Oasis. Please submit completed form with payment information (credit card information or check) by mail, email, or phone. For more information about sponsorships or to discuss further options, please contact Jonathan Smith by phone or email.