

WILD GOOSE FESTIVAL

Sponsorship Opportunities



What is Wild Goose Festival?

It's a place where all kinds of people come together, not only to hear great music and incredible speakers, but also to dive into lively conversations with thought leaders, writers, dreamers, artists, visionaries, social justice activists, peace-makers - the ones you'll find on the official program, and the ones you might meet while just getting lunch or hanging out. It's also a place where you can be a spectator, but where you can be a co-creator as well. A place where we affirm the creativity in all of us, and opportunities to make art and music, to tell stories and take in stories, can be found around every corner.

It's transformational, experiential, it's a sing and dance and play and dream and eat and camp and meditate and talk and listen and twirl-you-around-and-shake-you-up gathering, born out of the "Wild Goose" spirit metaphor which is all about beauty, grace, and yes, unpredictability. We also take inspiration from events such as, Greenbelt, Burning Man, Lightning In a Bottle and SXSW.

Why be a sponsor?

Wild Goose Festival Sponsorships offer a unique and un-replicated opportunity to share who YOU are with all of the beautiful humans attending the festival each year. Attendees are thankful and appreciative of our Sponsors and the work that you do because they know that you are one of the driving forces that help support our gathering each year!

We want to do nothing less than change the world! We come together to be inspired, refreshed, and motivated to take the ethic of the Goose to the world. Without our Sponsors, we couldn't exist. Your presence is vital to building authentic relationships and conversations in the community – and ultimately, to make the world a better place.

Sponsor Guidelines

Wild Goose expects sponsors to support and uphold our commitments. Please read our Invitation and Commitments here: <https://wildgoosefestival.org/wild-goose-invitation/>

How Long Does a Sponsorship Last?

Sponsorships expire on Dec 31 of the year of the next annual summer festival after you sign up.

For example, if you sign up a month after the festival, your sponsorship will expire after about 17 months. If you sign up a month before the festival, your sponsorship will expire after about six months. This may seem like a huge difference, but **since almost all sponsor benefits occur at the festival, the only difference is how long your logo will be displayed on our website. The sooner you sign up, the more online exposure you'll have.**

EVERYONE NEEDS A TICKET.

Collaborator tickets (included in every sponsor package) replace the old "comp" tickets granting free admission.

YOU decide to pay nothing, or to further support Wild Goose operations by paying an amount that you choose. This choice is entirely up to you. You may feel that you've already invested enough as a sponsor. That's fine!

Or you may, personally or as an organization, decide that you'd like to support Wild Goose operations with something more than your sponsor fee.

Whatever you choose, your ticket price won't be printed on your ticket, nor will it impact your role in the community. It doesn't matter to us - and shouldn't matter to anyone - how much anyone has paid.

PLEASE NOTE

Collaborator tickets are intended for use only by members of your organization and may not be re-sold or transferred.

Half-Price admission codes (included in some sponsor packages) are intended for your guests but may also be used by members of your organization

SPONSORSHIP OPTIONS

Small Organization (\$1,200)

Nonprofits/Small Businesses/Podcasts

DESCRIPTION	INCLUDES
<p>Designed for Small organizations - small businesses, podcasts, and small non-profits</p>	<ul style="list-style-type: none">• 2 Collaborator Tickets• 2 Parking passes• 2 Camping spots• 10 X 10 Canopy w/ 1 Table & 2 Chairs• Logo and Link on Website• 3 Social Media Shout Outs• 1/4 page ad in WGF Program• 2 Admissions to Sponsor Celebration• Opportunity to sell books/curricula in our Festival Bookstore

Publisher/Seminary (\$2,000)

Publishers/Seminaries/Theological Schools

DESCRIPTION	INCLUDES
<p>Designed specifically for Publishers, Seminaries, and Theological Schools.</p>	<ul style="list-style-type: none">• 2 Collaborator Tickets• 2 Parking passes• 2 Camping spots• 10 X 10 Canopy w/ 1 Table & 2 Chairs• Logo and Link on Website• 3 Social Media Shout Outs• 1/2 page ad in WGF Program• 2 Admissions to Sponsor Celebration• Up to 4 Half-Price Admission Codes• Opportunity to sell books/curricula in our Festival Bookstore

Supporter (\$5,000)

Any Organization or Group

DESCRIPTION	INCLUDES
<p>Available to any organization.</p> <p>Supporters receive a larger number of admissions, a larger tent, and more social media exposure.</p>	<ul style="list-style-type: none">• 5 Collaborator Tickets• 5 Parking passes• 5 Camping spots• 10 X 20 Tent w/ 2 Tables & 4 Chairs• Logo and Link on Website• 4 Social Media Shout Outs• Full page ad in WGF Program• 5 Admissions to Sponsor Celebration• Up to 10 Half-Price Admission Codes• Opportunity to sell books/curricula in our Festival Bookstore• 2 Scholarships to any pre-festival offering

Networker (\$10,000)

Any Organization or Group

DESCRIPTION	INCLUDES
<p>Available to any organization.</p> <p>Networkers receive an opportunity to host programming within your tent, a larger number of admissions, a larger tent, and more social media exposure.</p>	<ul style="list-style-type: none">• 10 Collaborator Tickets• 10 Parking passes• 10 Camping spots• 20 X 30 Tent w/4x12 platform and sound system• Tables & Chairs as requested• Logo and Link on Website• 6 Social Media Shout Outs• Full page ad in WGF Program• 10 Admissions to Sponsor Celebration• Up to 20 Half-Price Admission Codes• Opportunity to sell books/curricula in our Festival Bookstore• 2 Scholarships to any pre-festival offering

Premiere (\$15,000)

Any Organization or Group

DESCRIPTION

Available to any organization.

Premiere Sponsors receive an opportunity to host programming within your tent, the largest number of admissions, the largest tent, and the most social media exposure.

INCLUDES

- 15 Collaborator Tickets
- 15 Parking passes
- 15 Camping spots
- 30 X 30 Tent w/4x12 platform and sound system
- Tables & Chairs as requested
- Logo and Link on Website
- 6 Social Media Shout Outs
- Full page ad in WGF Program
- 15 Admissions to Sponsor Celebration
- Up to 30 Half-Price Admission Codes
- Opportunity to sell books/curricula in our Festival Bookstore
- 3 Scholarships to any pre-festival offering

Other Sponsorship Options

What's available?

Wild Goose Festival aims to make all of our sponsorships mutually beneficial and we want all of our sponsors to be able to participate at whatever level they feel comfortable and able :)

As in life, sponsorships at Wild Goose Festival are diverse. Some sponsors may not be able to attend the festival in person. Some may want to further their reach while at the festival. Other sponsors may want more visibility. Our hope in creating alternate ways to sponsor is that all of these needs can be met and can be met well. Please take a moment to look at each of these other types of sponsorships and see if any work for you.



In Flight

For organizations who can't attend the festival

DESCRIPTION

In Flight sponsorships provide an opportunity for sponsors who can't attend the festival, but want to have their organization represented in very visible ways.

Available only to Sponsors who are unable to attend Wild Goose Festival.

In Flight 1 (\$350)

INCLUDES

- 1/4 page ad in WGF Program
- Logo and Link on WGF website
- 1 Social Media Shout Out

In Flight 2 (\$600)

INCLUDES

- NOTES**
- 1/2 page ad in WGF Program
 - Logo and Link on WGF website
 - 2 Social Media Shout Outs

In Flight 3 (\$1,000)

INCLUDES

- NOTES**
- Full page ad in WGF Program
 - Logo and Link on WGF website
 - 4 Social Media Shout Outs

Add-On:

Sustainability Sponsor (\$1,000)

1 available

DESCRIPTION	INCLUDES
<p>Available as an add on for a sponsor who will be attending the festival or as a stand alone for a sponsor who cannot attend.</p> <p>This package allows the sponsor to be extremely visible to Co-Creators, volunteers, and attendees.</p>	<ul style="list-style-type: none">• Logo on Co-Creator Water Bottles• 1/4 page ad in WGF Program• Logo and Link on WGF website• 1 Social Media Shout Out

Add-On:

Tote Bag (Contact us for pricing)

1 available

DESCRIPTION	INCLUDES
<p>Available as an add on for a sponsor who will be attending the festival or as a stand alone for a sponsor who cannot attend.</p> <p>This package allows the sponsor to be extremely visible to both Co-Creators AND attendees.</p> <p>Pricing varies, depending the number of bags and other considerations.</p> <p>We're happy to discuss options with you.</p>	<ul style="list-style-type: none">• Co-branded logo on reusable bags given to festival attendees• Option to include organization specific literature in bag• 1/4 page ad in WGF Program• Logo and Link on WGF website• 1 Social Media Shout Out

Add-On: T-shirt Logo (\$150)

12 available

DESCRIPTION

Available as an add on
for any sponsors.

This package allows the partner
to be extremely visible on site
and to continue that visibility
after the festival concludes.

INCLUDES

- Logo on the
back of all
volunteer and
staff T-Shirts

Café/Beer & Hymns Sponsor (\$3,000)

ANY ORGANIZATION OR GROUP

Opportunity to sponsor the Beer & Hymns/Café tent. Beer & Hymns is the highlight of the day for many festival attendees and will create a great deal of exposure.

This tent sponsorship provides significant visibility as festival attendees witness the direct support your organization is providing to their Beer & Hymns experience as they participate in the nightly uplifting of voices in song and see your alignment on display.

Beer & Hymns takes place in the Café, a music venue that runs all day Friday and Saturday. Your signage/logo will remain in view throughout the entire festival.

Venue Sponsor (\$1,500)

ANY ORGANIZATION OR GROUP

Opportunity to sponsor a Venue - a tent where talks, performances, discussions and other types of Experiences take place.

This creates significant visibility as festival attendees witness the direct support your organization is providing to their experience and see your alignment on display.

Trade Sponsor

DESCRIPTION

In the past, Wild Goose Festival has offered Sponsorships in the form of trades. Trades may come in the form of ads in your publication, WGF logo placement on your website, ads on your podcast, etc. WGF is happy to continue that process this year. Trade partners can possibly be full trade OR can be a combination of trade and payment equalling partnership package pricing.

In order to become a trade partner, please email sponsors@wildgoosefestival.org with the description of your trade proposal, including monetary amounts.

If you want a regular Sponsorship (any of the above choices) AND a Trade Sponsorship, please submit the form for the regular Sponsorship and email tim@wildgoosefestival.org with your Trade Sponsorship proposal.

Next Steps

1

Submit Sponsor Application Form

This form collects your contact info, website, and other details, and gets you into our system for review. [CLICK HERE](#) or visit the "Get Involved" page on our website to apply.

2

Submit Sponsor Confirmation Form

If you are accepted as a sponsor, you'll receive a 2nd form where you choose your Sponsorship level and submit your logo. Submission of this form will also issue an invoice for your payment.

Questions?

Email
sponsors@wildgoosefestival.org

Due Date 5/6/2023

All payments, logos, ads, social media copy, and list of bookstore items are due by 5/6/2023

Program Ad Specs and Social Media Copy Info:

Full page—8.5 x 11

Half page — 5.5 x 8.5 either horizontal or vertical

Quarter page — 4.25 x 5.5

1/16th page or business card size — 4.25 x 2.25

Social Media "shout outs" should include content on why your organization is excited to partner with Wild Goose Festival. They should also meet character parameters for the medium.

YOU'RE INVITED TO A
**Happy
Hour
Reception
for Wild
Goose
Festival
Sponsors**



THURSDAY
5:30PM
CHAMPAGNE
WINE
DESSERTS

WILD
GOOSE
FESTIVAL