



20 IF SPONSORSHIP 24 PACKAGES

The Ithaca Festival Inc. is a 501(c)3 non-profit organization that produces an annual 50,000 person art and music event. The festival would not be possible without our generous donors, partners and sponsors.

PRESENTING SPONSOR

\$10,000

This generous contribution not only supports the Ithaca Festival but also provides your business with visibility showcasing your commitment to our annual community celebration. Presenting Sponsors receive a prominent listing on festival merchandise and programs, on-site promotion at festival stages, and media, including radio and newspaper, acknowledgement.

STAGE SPONSOR

\$3,000/DAY

Musical performances are integral to the essence of the Ithaca Festival and feature a diverse array of local talent. Festival favorites as well as new, emerging artists entertain attendees each year. The festival stages serve as prime platforms, offering exceptional exposure. In addition to on-site promotion at Festival stages, Stage Sponsors will receive a listing in our program as well as on our digital media channels.

PARADE SPONSOR

\$2,500

Imagine your business heading the famous Ithaca Festival Parade! Each year our parade draws over 10,000 attendees and 2,000 participants. Secure an on-site sponsorship to lead with a float, drive a car, or march with a banner. A mention of our Parade Sponsors will also appear through our media channels including radio and newspaper ads, and printed programs.

FAMILY FUN SPONSOR

\$1,000

The Ithaca Festival revolves around family, and the Family Fun area serves as the perfect space for both kids and parents to engage in creative activities. Showcase your business on-site with a promotional booth in this prime location, along with prominent placement in festival programs and digital media.

SUPPORTING THE ARTS SPONSOR

\$500

Support Ithaca's local artists and have your logo prominently featured on-site at merchandise booths and our digital media channels. This sponsorship level offers excellent visibility for your business, with proceeds directly benefiting our local artists.

DIGITAL MEDIA PACKAGE

\$500

Maximize your business's visibility by opting for a comprehensive digital media package. Your logo will feature prominently on the Ithaca Festival Website's sponsor page and through our digital media outlets. Ensure your support reaches our vast online audience effortlessly.

SPONSOR	MERCHANDISE	ON-SITE	PROGRAMS	DIGITAL MEDIA	RADIO & PRINTED ADS
PRESENTING	✓	✓	✓	✓	✓
STAGE		✓	✓	✓	
PARADE		✓	✓	✓	
FAMILY FUN		✓	✓	✓	
SUPPORTING THE ARTS		✓		✓	
DIGITAL MEDIA				✓	

MERCHANDISE

Elevate your brand visibility by being featured on our 2024 festival t-shirt. These sought-after shirts are sold online and at the festival's merchandise booth.

ON-SITE

Have an on-site presence at the festival in many ways!

PRESENTING, STAGE, PARADE, FAMILY FUN SPONSORS: Set up a 10'x10' pop-up tent or booth in a high traffic area of the festival.

PRESENTING, STAGE SPONSORS

- Display a large banner on a festival stage (Dewitt Park or Bernie Milton on The Commons). Sponsor banners remain on their sponsored stage throughout the entire day of sponsorship.
- Gain recognition during emceed stage announcements between sets. If desired, arrangements can be made for one of your representatives to serve as an emcee.

PARADE SPONSOR: You will receive prominent placement in the Ithaca Festival Parade for your float or marching group!

SUPPORTING THE ARTS SPONSOR: Your full-color logo will be displayed on large-scale signs that show the festival schedule and map at each merchandise booth.

PROGRAMS

5,000 full-color programs, featuring the festival map and schedule of events, are distributed for free throughout Tompkins County retail outlets, restaurants, grocery stores, and schools. During the Festival, the programs are available at the merchandise booth.

DIGITAL MEDIA

WEBSITE: Logo placement on the festival sponsorship page with a live link to your website.

NEWSLETTER: Logo placement in our email newsletter, distributed to approximately 5,500 subscribers.

SOCIAL MEDIA:

Acknowledgement on our Instagram and Facebook posts and stories, boasting over 10,000 fans.

RADIO & PRINT

The **PRESENTING SPONSOR** will receive exposure in over 1,000 radio and newspaper ads throughout May across the Cayuga Radio Group's diverse regional stations. The **PARADE SPONSOR** will be specifically acknowledged in all radio ads for this year's parade.

All sponsors are invited to volunteer or participate in the festival. Talk with us about how to engage with the festival community.

QUESTIONS? ITHACAFESTIVAL@ITHACAFESTIVAL.ORG

