

750

MUSIC AND ARTS FESTIVAL

Sponsorship Proposal

2023

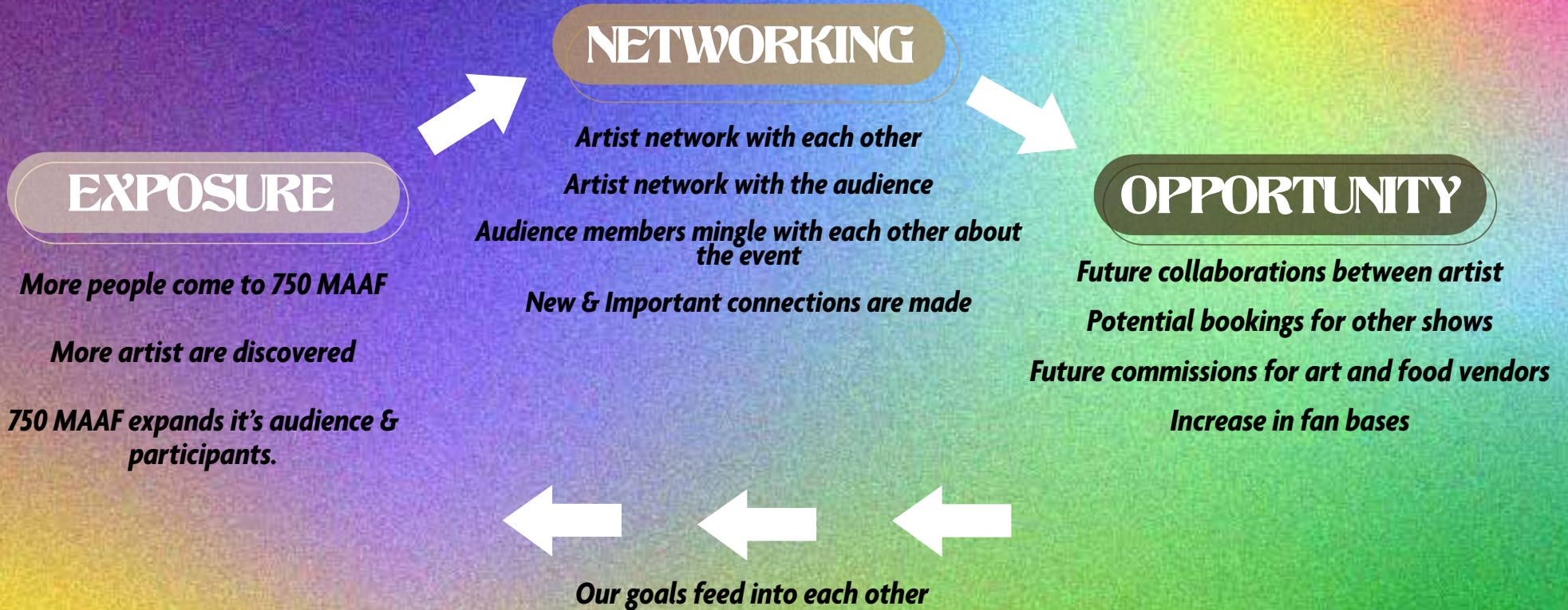
750 MUSIC AND ARTS FESTIVAL

The 750 Music and Arts Festival was curated by Briyanna Ruff 2022. She came up with the idea in 2021 that she wanted to create an event with an environment where emerging artist and musicians can showcase their artwork to the community, where starting off as a new artist may be hard.

She incorporated musicians, fine artist, craft makers, custom clothing designers, and new food businesses as well. She believes bringing together like minded, talented people in an inspiring and creative setting can spark something greater in the art and business world.

Goals

The main goal of the 750 Music and Arts festival is for these emerging artist to not only be in a space where they can network for potential collaboration and future support but also for the surrounding community to be exposed to the new talent around them. We would like to increase the exposure of emerging artist and the event to give more people more opportunities. While doing this we want to maintain the uniqueness of our event to make sure there is nothing like it.



Your Gain

Sales

Having more attendees at our event can contribute to your sales and assist you in market penetration. You will be able to market and sell items to people outside of your standard audience .

Insight

Wanting insight on your target audience is important and this would be your chance to gain that information from another point of view behind the scenes. You will have access to data related to the attending audience to help you in the future.

Relations & Reputation

As the event continues to grow and expand, your brand can attract a greater audience as you support a growing and unique event such as The 750 Music and Arts Festival. You will be known as someone who invest in their community for the betterment of the surrounding area. Other people and companies will want to reach out to you for future collaboration due to your new found relations with 750. Your reputation within the community will be positively impacted.

Goodwill

Your name associated with helping a local event that gives into the community can increase exposure of your name / brand as well as cause people to think of you as a an entity invested in its consumers.

“I get big, You get big”

Your name associated with a growing and popular event can be crucial to the growth of your own business when successful. If you stick with 750 in the long run you will always be known as the ones who supported from the beginning . You also have the promise of higher gain in the future of 750 MAAF.

Levels of Sponsorship

Be apart of something amazing

Customizable

ULTRAVIOLET

\$1500 +

Logo/Name on Distributed Media
Social Media post
5 T-Shirts
2 VIP Tickets, 2 General Admission
Logo/Name on Merch T-Shirts
logo on Photo Wall
Branded Items in VIP Swag Bag
Plaque honoring your contribution

Customizable

SPECTRUM

\$1000 +

Logo/Name on distributed Media
Social Media post
3 T-Shirts
2 VIP Tickets, 2 General Admission
Logo/Name on Merch T-Shirts
Logo on Photo Wall
Plaque Honoring your contribution

INFRARED

\$150 +

Thank You on Social Media
Name on website
2 VIP Tickets

LIGHT

\$750 +

Logo/Name on Digital Media
Social Media post
2 VIP Tickets, 2 General Admission
2 T-Shirts
Special mention during event

CHROMA

\$375 +

Thank You on Social Media
Logo on website
2 VIP Tickets, 2 General Admission
1 T-Shirt
Special mention during event

LAST YEAR...

Here are some stats from last years event. Based on what we gathered from only our first year, we are certain with the proper tools, there is a guaranteed growth that will happen within the future of the 750 Music and Arts Festival.

125
people in attendance

avg. \$150
per vendor sales

\$2,975
in gross sales

\$100
in ad purchases

12 vendors

1,280
accounts reached on IG

Event Timeline

9 months

Reviewing data and stats from previous year
Create forms for vendors, artist, musicians & volunteers
Reach out to potential participants
Create recruitment flyers
Lock in the location and date
Update website with event information
Appoint roles (Marketing, Volunteers, vendor and artist coordination)

Book necessary people (DJ, Host, photographers)
Communicate with vendors, artist, musicians & volunteers.
Create flyer's for participants
Begin creating swag bag wish-list
Begin planning digital ads and content such as giveaways
Create custom merchandise
Begin advertising the event

6 months

3 months

Continue advertising the event on all social media platforms
Advertise tickets going on sell at the 2 month mark
Execute large purchases including decorations, swag bag items, giveaway items, merchandise
Update the website with event information
Insure all participants have provided all information needed to move forward
Create and print physical media

Heavy promotion on all platforms
Coordinate with event venue to prepare for the event day (lay out of event, parking, volunteers, check in times)
Post images and videos of last years event to promote
Create an event day checklist to follow the day of
Solidify event day timeline for the coordinators, host and dj

1 month

2 weeks

Put together VIP swag bags based on ticket sales.
Promote heavily that ticket sales end soon online
Communicate with participants once again to answer any questions and to insure everyone is on the same page
Meet with hosts to create a concrete day of schedule
Assign volunteers to roles if necessary
Advertise at the door ticket sales
Insure that event/ticketing software is working and accessible to those who will use it

Day of

Arrive at event location
Check in vendors and artist and meet with venue coordinator
Begin decorating the venue and making sure the layout is correct
Execute sound check for artist & assist vendors with set up
Review event day checklist to make sure everything is in place before start
Monitor event progress and make sure everything goes smooth
Thank everyone who participated and attended
Close the event

Day after

Celebrate our hard work!!

1 week after

Collect all event data (attendance, sales, feedback, testimonies, attendee experience, vendor sales, ad data and insights)
Journal the recap including what went well, what could have been better & what more is needed for next year to be more successful
Rest



The 750 family is comprised of the founder of 750 , Briyanna's, close friends and family who were able to support her through the whole process. These people were able to play many roles to help make the first 750 Music and Arts Festival a success and will be there every step of the way in the future.

The Team

*Whether you and/or your company chooses to sponsor the
750 MAAF, we still want to say*

THANK YOU!

MUSIC AND ARTS FESTIVAL

for your consideration and future support