

# MBOTMA Sponsorship Opportunities

## Festival Presenting Partner

Full sponsorship benefits including banners, print ads, flyers, posters, brochures, programs, email blasts, website, social media, booth space (where available), magazine, radio, and complimentary admission tickets. The whole shebang!

- **August Festival** Presenting Partner **\$5,000**
- **Winter Weekend** Presenting Partner **\$2,500**
- **Fall Jam** Presenting Partner **\$750**
- **American Roots (State Fair)** Presenting Partner **\$500**

Benefit availability may vary by festival.

## Exclusive Main Stage Presenting Partner

Be one of only four major Main Stage business partners of the festival (only one available each day). Your banner will be displayed on the stage behind the performers (in all the camera shots). Your logo will share space in all of our print advertising, including brochures, magazine, flyers, window posters, email blasts, website, and the centerfold schedule of festival programs. And you can take advantage of complimentary booth space, backstage hospitality, and complimentary admission tickets.

- **Main Stage – Thursday** Presenting Partner (August Festival) **\$950**
- **Main Stage – Friday** Presenting Partner (August Festival) **\$1,250**
- **Main Stage – Saturday** Presenting Partner (August Festival) **\$1,450**
- **Main Stage – Sunday** Presenting Partner (August Festival) **\$950**

## Exclusive Venue Presenting Partnerships

Your banner will be prominently displayed at the venue. Your logo will share space in our brochures, flyers, window posters, email blasts, social media, magazine, website, festival programs, and complimentary admission tickets. Only two spots available for each venue.

- **Showcase Tent** Presenting Partner (August Festival) **\$950**
- **Family Area** Presenting Partner (August Festival) **\$950**
- **Underground Stage** Presenting Partner (August Festival) **\$950**
- **Marketplace** Presenting Partner (August Festival) **\$750**
- **Workshop Area** Presenting Partner (Single Festival) **\$500**
- **Auditorium Stage** Presenting Partner (Winter Weekend) **\$825**
- **Headline Concert** Presenting Partner (Winter Weekend) **\$525**
- **Europa Stage** Presenting Partner (Winter Weekend) **\$450**
- **Dance Hall** Presenting Partner (Winter Weekend) **\$450**
- **Gathering Place** Presenting Partner (Single Festival) **\$250**
- **Duet Contest** Presenting Partner (American Roots/State Fair) **\$200**
- **Band Contest** Presenting Partner (American Roots/State Fair) **\$200**

## Band Presenting Partnerships

As a band sponsor we'll present your message on stage before the band at your scheduled time and your complimentary tickets will allow you to enjoy your show. Excludes Friday and Saturday headliner acts.

- **Band Presenter** Presenting Partner (Single Festival) **\$250**

# MBOTMA Advertising Opportunities

## Magazine Advertising

Ad Size	Dimensions (WxH)	Cost Per Month	Minnesota Bluegrass is published eleven times per year and has a readership of nearly 900 plus over 40 nationwide organizations and libraries. Discount pricing is available.
Full Page	7.5" x 10"	\$160	
Half Page	7.5" x 5" or 5" x 7.5"	\$90	
Third Page	4.875" x 4.875" or 7.5" x 3.25" or 2.25" x 10"	\$58	
Quarter Page	4.78" x 3.25"	\$48	
One Sixth Page	4.875" x 2.375" or 2.375" x 4.875"	\$32	
One Twelfth Page	2.375" x 2.375"	\$19	

## Festival Programs

Ad Size	Dimensions	Cost	Cost
Full Page	7.5" x 10"	\$750 August Festival	\$500 All other Festivals
Half Page	7.5" x 5" or 5" x 7.5"	\$375 August Festival	\$250 All other Festivals
One Third Page	4.875" x 4.875" or 7.5" x 3.25" or 2.25" x 10"	\$125 August Festival	\$50 All other Festivals
Two Third Page	7.5" x 6.5"	\$250 August Festival	\$100 All other Festivals
Quarter Page	4.78" x 3.25"	\$185 August Festival	\$75 All other Festivals
One Sixth Page	4.875" x 2.375" or 2.375" x 4.875"	\$100 August Festival	\$25 All other Festivals

## Social Media

Receive exposure through our social media marketing with Facebook and Instagram. Our Facebook page has over 6600 followers with significant engagement.

- Two Facebook posts and one Instagram post **\$125**

## Email Newsletter

Nearly 2000 on the monthly email distribution list with 30% - 40% engagement (opens/clicks). Options for logos, customized text, and more.

- Email advertisement – Per Month except as noted below **\$50**
- Email advertisement – Prefestival months (February and July) **\$75**

## Custom Packages

Contact us for custom sponsorship and advertising options including in-kind sponsor options.

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