



**SPONSORSHIP OPPORTUNITIES**

# WHO ATTENDS NIC FEST?

**NIC FEST is attended by our local community members and regional tourists. This year, our festival coincides with the last weekend of College National Finals Rodeo (CNFR), Friday, June 16th through Sunday, June 18th, 2023. We are expecting to attract more than 15,000 visitors to our annual event.**



# WHY SPONSOR NIC FEST?

**Supporting NIC FEST provides our community and regional tourism with an incredible event during one of the best weekends to visit Casper! This event supports numerous regional visual artists and musicians, as well as our small businesses and participating community members. NIC FEST strengthens our economy, drives tourism, creates social engagement, and most importantly, supports the Nicolaysen Art Museum.**



# **Title Sponsor- \$10,000**

**1 available (Deadline- 5/31/2023)**

- Your business will be the exclusive title sponsor of NIC Fest 2022. No other business in your industry will be solicited for booth space or zone sponsorship. Branding for the event will be “NIC Fest 2022 Presented by” and will appear on all paid advertisements and social media, as well as collateral produced for the event.
- Your logo will appear on ALL marketing for NIC Fest.
- This sponsorship includes a Community Marketplace space (10' x 10'), or other area suited to your needs, during NIC Fest.
- Your logo will appear on our website under NIC Fest 2022 with a link to your business.
- As presenting sponsor your business will be able to provide feedback and suggestions as a member of our festival committee.
- We are willing to provide a unique VIP Experience for the title sponsor's leadership team.
- Pre-recorded ads will play during band change outs for the duration of the festival.
- The NIC will post about your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest.



# **Day Sponsor- \$5,000**

## **3 Available (Deadline 5/31/2023)**

- You have the opportunity to sponsor one of the three days of the festival including the headlining band on the main stage.
- Competitors in your business sector will be excluded from NIC Fest sponsorship.
- Your logo will appear on ALL marketing for NIC Fest.
- This sponsorship includes a Community Marketplace space (10' x 10') during NIC Fest.
- Your logo will appear on our website under NIC Fest with a link to your business.
- Pre-recorded ads will play during band change outs for the duration of the Festival.
- The NIC will post about your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest.

# **Zone Sponsor- \$2,500**

## **4 Available (Deadline 5/31/2023)**

- There will be zones of activities – Family Fun, Artists Alley, Main Stage, Community Marketplace, and Food Truck Trail.
- Your business will be recognized as the sponsor of the zone of your choice in advertising and collateral and you will have the opportunity for signage in the chosen zone(s). First come, first served.
- Competitors in your business sector will be excluded from NIC Fest sponsorship.
- Your logo will appear on our website under NIC Fest with a link to your business.
- Pre-recorded ads will play during band change outs for the duration of the Festival.
- The NIC will post about your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest.



# **Entertainment Sponsor- \$1,000**

**10 Available (Deadline 5/31/2023)**

- You have the opportunity to sponsor a band during the day on the main stage.
- This sponsorship includes a Community Marketplace space (10' x 10') during NIC Fest.
- Your logo will appear on thenic.org under NIC Fest with a link to your business and other places we list sponsors.
- The NIC will post about your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest.

## **Festival Sponsor- \$500 (Deadline 5/31/2023)**

- You have the opportunity to sponsor a band during the day on the main stage.
- The NIC will post about your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest.

### **THIS SPONSORSHIP CAN ALSO INCLUDE ONE OF THE FOLLOWING:**

- Your business name on a (sponsor provided) promotional 10' by 10' tent so that tables and chairs may be placed underneath for resting spots of festival goers.
- Your business logo on the Artist Lounge as a sponsor.
- \*\*\* Additional Ideas are welcome

## **Community Market Place Sponsor- \$500 (Deadline 5/31/2023)**

- A 10' by 10' space in the Community Marketplace; exclusivity does apply.
- Your logo will appear on our website under NIC Fest with a link to your business.
- Your logo will appear on flyers available at the festival and prior.
- The NIC will post about your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest.

# Sponsorship Commitment Form

## Contact Information-

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

## Sponsorship Level-

☐ \$10,000 - Title Sponsor

☐ \$5,000 - Day Sponsor

☐ \$2,500 - Zone Sponsor

☐ \$1,000 - Entertainment Sponsor

☐ \$500 - Festival Sponsor

☐ \$500 - Community Market Place Sponsor

## Payment Information-

☐ Check Enclosed

☐ Send Invoice

☐ Send Invoice to (if different than primary contact)

Please mail or drop off a copy of the Sponsorship Commitment Form to:

Trinity Attaway, Events & Operations Manager

400 E. Collins Dr.  
Casper, Wy 82601

Phone: 307-235-5247

Email: [events@thenic.org](mailto:events@thenic.org)

If you have any questions or need additional information please reach out to Events and Operations Manager, Trinity Attaway.

## Contact Information-

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_