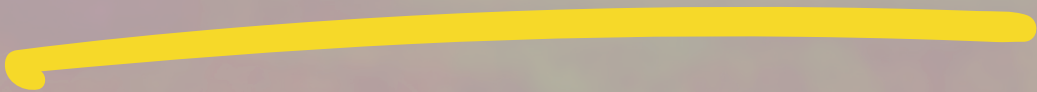




# SPONSORSHIP OPPORTUNITIES



Dear Prospective Sponsor,

We are thrilled to extend an invitation for you to partner with us for NIC Fest, the premier summer art festival in Casper, Wyoming. This annual event attracts thousands of attendees from the local community and beyond, providing an unparalleled platform for exposure and engagement.

By becoming a sponsor of NIC Fest, you will not only demonstrate your commitment to supporting the arts in Casper but also position your brand prominently in front of a diverse audience of art enthusiasts, families, and community members. Your sponsorship will play a pivotal role in enhancing the festival experience and ensuring its continued success.

### **Why Sponsor NIC Fest?**

- **Prominent Brand Exposure:** Gain visibility and recognition through extensive pre-event promotion, on-site signage, digital marketing, and media coverage.
- **Community Engagement:** Connect with the Casper community and showcase your brand's commitment to supporting local arts and culture.
- **Networking Opportunities:** Access exclusive networking events and engage with fellow sponsors, artists, and festival attendees.

We offer a range of sponsorship levels designed to suit various marketing goals and budgets. Whether you're looking for premier exposure as a presenting sponsor or seeking targeted brand activation opportunities, we have options to fit your needs.

If you have any questions please feel free to contact us at [allison@thenic.org](mailto:allison@thenic.org) or 307-235-5247. We look forward to partnering with you to make NIC Fest 2024 a memorable success!

Sincerely,

The Nicolaysen Art Museum



NICOLAYSEN ART MUSEUM





# Who Attends NIC Fest?

NIC Fest draws a wide array of local community members and regional tourists. This year, our festival coincides with the last weekend of the College National Finals Rodeo (CNFR), running from Friday, June 14th to Sunday, June 16th. We anticipate welcoming over 10,000 visitors to our annual event.



# Why Sponsor NIC Fest?

NIC Fest stands as one of Casper's most anticipated and well-attended events each year, especially during our city's peak tourism week. This event supports numerous regional visual artists and musicians, as well as small businesses. NIC Fest strengthens our local economy, drives tourism, creates social engagement, and supports the Nicolaysen Art Museum.



# Title Sponsor - \$10,000

**As the exclusive Title Sponsor of NIC Fest 2024, your business will take center stage, no other business in your industry will be solicited for booth space or zone sponsorship.**

- **Exclusive Branding:** Your business will be prominently featured as the presenting sponsor of NIC Fest 2024. With branding that reads "NIC Fest 2024 Presented by [Your Business]," your name will headline all paid advertisements, social media posts, and event collateral.
- **Extensive Marketing Exposure:** Your logo will be showcased across various marketing channels, including posters, billboards, radio spots, news coverage, social media platforms, and press materials, ensuring maximum exposure to our diverse audience.
- **VIP Experience:** Gain access to our exclusive Sponsors-Only VIP event, complete with refreshments, delectable food offerings, gift bags, and an exclusive behind the scenes tour of our museum vault, providing an unforgettable experience for your team.
- **Community Marketplace Space:** Enjoy a dedicated 10' x 10' space in our bustling Community Marketplace area or another designated area tailored to your specific needs throughout the duration of NIC Fest.
- **Online Visibility:** Your logo will be prominently displayed on our website under the NIC Fest 2024 section, complete with a direct link to your business, enhancing your online presence and driving traffic to your website.
- **Collaborative Engagement:** As a presenting sponsor, you'll have a seat at the table, providing valuable feedback and suggestions as a member of the festival committee, ensuring your voice is heard in shaping the event's success.
- **VIP Treatment:** Treat your leadership team to a unique VIP experience curated exclusively for Title Sponsors, offering unparalleled access and special perks to enhance their NIC Fest experience.
- **On-Site Advertisement:** Pre-recorded advertisements featuring your business will play during band changeovers throughout the festival, capturing the attention of our attendees and reinforcing your brand presence.
- **Social Media Promotion:** The NIC will actively promote your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest, further amplifying your brand reach and engagement within our online community.

# Day Sponsor - \$5,000

3 Available (Deadline 2/29/24)

Become a Day Sponsor of NIC Fest 2024 and make your mark on one of the festival's most exciting days.

- **Exclusive Day Sponsorship:** Secure your spot as the sponsor of one of the three festival days, including the opportunity to showcase your brand alongside the headlining band, ensuring prominent recognition throughout the event.
- **VIP Experience:** Gain access to our exclusive Sponsors-Only VIP event, complete with refreshments, delectable food offerings, gift bags, and an exclusive behind the scenes tour of our museum vault, providing an unforgettable experience for your team.
- **Inclusive Sponsorship:** Competitors in your sector will not be excluded from sponsoring NIC Fest.
- **Marketing Exposure:** Your logo will be prominently featured on all marketing materials for NIC Fest, enhancing your brand visibility and recognition among our diverse audience.
- **Community Marketplace Space:** Enjoy a dedicated 10' x 10' space in our bustling Community Marketplace area throughout the duration of NIC Fest, providing an opportunity to engage directly with festival attendees.
- **Online Visibility:** Your logo will be prominently displayed on our website under the NIC Fest 2024 section, complete with a direct link to your business, driving traffic to your website and enhancing your online presence.
- **On-Site Advertisement:** Pre-recorded advertisements featuring your business will play during band changeovers throughout the festival, capturing the attention of our attendees and reinforcing your brand presence.
- **Social Media Promotion:** The NIC will actively promote your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest, further amplifying your brand reach and engagement within our online community.





# Zone Sponsor- \$2,500

4 Available (Deadline 3/30/24)

Maximize your brand exposure at NIC Fest 2024 by becoming a Zone Sponsor.

- **Exclusive Zone Sponsorship:** Secure your sponsorship for one of the four available zones of activity, including Family Fun, Artists Alley, Main Stage, Community Marketplace, or Food Truck Trail. Don't miss out—sponsorships are allocated on a first-come, first-served basis.
- **VIP Experience:** Gain access to our exclusive Sponsors-Only VIP event, complete with refreshments, delectable food offerings, gift bags, and an exclusive behind the scenes tour of our museum vault, providing an unforgettable experience for your team.
- **Online Visibility:** Your logo will be prominently featured on our website under the NIC Fest 2024 section, complete with a direct link to your business, driving traffic to your website and enhancing your online presence.
- **On-Site Advertisement:** Pre-recorded advertisements featuring your business will play during band changeovers throughout the festival, capturing the attention of our attendees and reinforcing your brand presence.
- **Social Media Promotion:** The NIC will actively promote your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest, further amplifying your brand reach and engagement within our online community.

# Entertainment Sponsor - \$1,000

10 Available (Deadline 3/30/24)

Support local live music and elevate your brand at NIC Fest 2024 by becoming an Entertainment Sponsor.

- **Band Sponsorship:** Secure the opportunity to sponsor a band performing on the main stage during the day, showcasing your brand alongside the vibrant energy of live music. With 10 sponsorships available, reserve your spot before they're gone.
- **Community Marketplace Space:** Enjoy a dedicated 10' x 10' space in our bustling Community Marketplace area throughout the duration of NIC Fest, providing an excellent opportunity to engage directly with festival attendees.
- **Online Visibility:** Your logo will be prominently featured on our website under the NIC Fest 2024 section, complete with a direct link to your business, enhancing your online presence and driving traffic to your website.
- **Social Media Promotion:** The NIC will actively promote your business on Facebook, Instagram, and Constant Contact in relation to NIC Fest, ensuring maximum exposure and engagement within our online community.

# Festival Sponsor - \$500

(Deadline 3/30/24)

Join us in supporting NIC Fest 2024 as a Festival Sponsor and enjoy a variety of benefits to showcase your brand.

- **Band Sponsorship:** You'll have the opportunity to sponsor a band performing on the main stage during the day, allowing your brand to be associated with the vibrant energy of live music.
- **Social Media Promotion:** The NIC will actively promote your business on Facebook, Instagram, and Constant Contact in connection with NIC Fest, providing valuable exposure to our online audience.

This sponsorship can also include the following additional benefits:

- **Community Marketplace Presence:** Your business name will be prominently displayed on a sponsor-provided 10' x 10' tent in the bustling Community Marketplace, providing a visible presence throughout the festival.
- **Logo Placement:** Your sponsor logo will be featured in the Artist Lounge, ensuring further exposure to festival attendees and participants.

# Community Marketplace Sponsor - \$500

(Deadline 3/30/24)

Support local artisans and small businesses while increasing your brand visibility at NIC Fest 2024 as a Community Marketplace Sponsor.

- **Community Marketplace Space:** Enjoy a dedicated 10' x 10' space in our bustling Community Marketplace area throughout the duration of NIC Fest, providing an excellent opportunity to showcase your products or services to festival attendees.
- **Logo Placement:** Your logo will be prominently featured on festival flyers, ensuring widespread exposure both before and during the event.
- **Online Visibility:** Your logo will also appear on our website under the NIC Fest 2024 section, complete with a direct link to your business, driving traffic to your website and enhancing your online presence.
- **Social Media Promotion:** The NIC will actively promote your business on Facebook, Instagram, and Constant Contact in connection with NIC Fest, reaching a broader audience and increasing brand awareness.

# 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  
Marketplace Sponsor

## Payment Information

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

Allison Maluchnik, Executive Director

400 E Collins Dr.

Casper, WY 82601

Phone: 307-235-5247

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

Check Enclosed

Send Invoice

Send Invoice to (if different from primary contact)

## Invoice Contact Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_



NICOLAESSENS ART MUSEUM