

## Comparison of Sponsorship Level Benefits

| Sponsorship Level   | Partner         | Patron          | Builder         | Contributor   | Friend        |
|---|-----------------|-----------------|-----------------|---------------|---------------|
| Stage Sponsor Signage   | ♥               |                 |                 |               |               |
| Logo on Festival Ads  | ♥               | ♥               |                 |               |               |
| Logo on Festival Poster   | ♥               | ♥               |                 |               |               |
| Logo on Festival Shelf Cards  | ♥               | ♥               |                 |               |               |
| <i>Negotiable</i> Show Sponsor<br>+ Logo on tickets                               | ♥               | ♥               | ♥               |               |               |
| Logo on Deep Roots Website  | ♥               | ♥               | ♥               |               |               |
| <i>Negotiable</i> Parade Participant<br>(No vehicles)                             | ♥               | ♥               | ♥               |               |               |
| On-site Promo   | ♥               | ♥               | ♥               |               |               |
| Program Booklet Ad Size   | Full page       | Full page       | Full page       | 1/2 page      | 1/4 page      |
| Emcee Recognition   | ♥               | ♥               | ♥               | ♥             |               |
| Artist Sponsorship  |                 | Headliner       | Visiting Artist | Local Artist  |               |
| Artist sponsor<br><i>Website, program booklet,<br/>and emcee acknowledgements</i> |                 | ♥               | ♥               | ♥             |               |
| Program Acknowledgement   | ♥               | ♥               | ♥               | ♥             | ♥             |
| Website Acknowledgement   |                 |                 |                 | ♥             | ♥             |
| Certificate of Appreciation   | ♥               | ♥               | ♥               | ♥             |               |
| Festival Passes   | 4               | 2               |                 |               |               |
| Mainstage Tickets   |                 |                 | 4               | 2             |               |
| Afternoon Tickets   |                 |                 |                 |               | 2             |
| VIP Seating   | ♥               | ♥               | ♥               | ♥             | ♥             |
| Special Event Access  | 4               | 2               | 2               | 2             |               |
| <b>Sponsorship</b>  | <b>\$5,000+</b> | <b>\$2,500+</b> | <b>\$1,000+</b> | <b>\$500+</b> | <b>\$250+</b> |