



SPONSORSHIP OPPORTUNITIES
2nd Annual Mammoth Blue Sky Fest
August 12-15, 2010

*Seeking solid promotional partnerships
and sponsorships with the right organizations.*

EVENT OVERVIEW

Mammoth Blue Sky Fest is Mammoth Lakes' premier cultural event celebrating mountain living, world-class music, healthy lifestyles, and adventurous outdoor activities. *Blue Sky* is about celebrating what's natural and great about the Mammoth Sierra. The festival's purpose: promote progressive ideas on sustainable living; health and wellness; fitness and outdoor adventure; and world-class music – a progressive lifestyle celebration that promotes healthy, eco-conscious living for people and the planet.

The event takes place outdoors among the pines in Mammoth Lakes, a beautiful mountain resort located near Yosemite National Park in the cool Eastern High Sierra off Highway 395. Best known as a world-class ski resort, it also is home to world-class golf courses, mountain biking, fishing and hiking, as well as wonderful restaurants and resort facilities. Visitors come from all over the world to Mammoth but primarily from Northern and Southern California markets.

The event focuses on fun, experiential ("learn by doing") activities with emphasis on outdoor recreational pursuits, eco-conscious living and healthy lifestyles, and great music!

Visit our website for more details: www.BlueSkyFest.com

EVENT HIGHLIGHTS

Mammoth Blue Sky Music Fest - August 12-15, 5pm-10pm

Mammoth's Blue Sky Fest is a music lover's music festival with an eclectic and energetic lineup of musical genres: Reggae to Rock - Jazz to Funk. The performance takes place outdoors among the pines in one of the most beautiful settings in the West - California's Eastern Sierra.

Venue: Sam's Woodsite on Minaret Road

The 2010 Festival Features *Toad the Wet Sprocket • Karl Denson's Tiny Universe • Ozomatli • Sierra Leone's Refugee All Stars • Soulive • Iration • Top Shelf and more!*

Mammoth Blue Sky Fest Adventure Fest - August 13-15, 9am-4pm FREE Daytime Activities

The event's daytime activities encourage grassroots support and participation from local businesses, organizations, and individuals. Daytime activities cater to all ages – individuals and families.

- *Footloose Adventure Headquarters for*
 - Guided Bike Tours, Hikes, Trail Running sessions & more
- Outdoor Photography Workshops & Interpretive Talks
- Fly Fishing Demos
- Kayaking Demos
- Healthy Cooking Classes
- Skate Park Demos
- Kids Adventure Kamp
- Sustainable/Organic Gardening Demos
- Yoga Classes
- Fitness Boot Camp
- Daytime Music Stage featuring local bands
- Ski Museum
- Star Gazing Talks
- And Much More!

Venue: Presented at various locations around Mammoth in association with participating businesses and organizations.

Mammoth Blue Sky Film Fest: *Movies With A Message* - August 12-14, 11am-3pm

The event's two-day Film Fest is "a festival within a festival," positioned to become a larger event in years to come. It features thought provoking films on a variety of topics. The event is soliciting sponsorship of four individual films for 2010. Billed as "Movies with a Message", screenings will be held at the Sierra Nevada Lodge on Friday and Saturday. The event kicks off the film festival with a special screening of the **multi-award winning documentary "Sierra Leone's Refugee All Stars"** by Zach Niles and Banker White, screened on Thursday at Sierra Nevada Lodge prior to the band's evening performance.

Sponsoring Venue: Sierra Nevada Lodge

Opening Kickoff Celebration: *Blue Sky World Beat Dance Party* - August 12, 5pm-7pm

The event kicks off with a free concert & dance featuring **Sierra Leone's Refugee All Stars**.

Sponsoring Venue: Sierra Nevada Lodge parking lot (between The Rafters and the Ocean Harvest restaurant.)

HOW THE EVENT IS PROMOTED

Created by the same team that produces the successful Mammoth Festival of Beers & Bluesapalooza, Mammoth's Blue Sky Fest is cross-marketed to returning festival participants, word-of-mouth advertising, and through the following channels:

- Social Media Marketing (Twitter & Facebook)
- Email Blasts/E-ads to targeted recipients
- Festival Website Listings
- Posters/Rack Cards at select locations, participating businesses, and direct distribution
- Radio and Print Advertising in targeted markets
- Press Releases distributed to statewide media
- Cross-promoted in Mammoth Festival of Beers and Blues Event Program and some print ads
- Vallitix Ticket outlets and online websites
- Sponsor and partner websites and e-Banners
- Festival website

Mammoth's Blue Fest provides long-term exposure for promotional partners through brand recognition, community goodwill, and association with the festival's regional marketing efforts including event marketing, advertising, publicity, and face-to-face interaction as well as involvement in a variety of other promotions and event attractions.

FOR MORE INFORMATION

Festival partners include producers HarvestMoon Presents Inc, DBL Entertainment, and Mammoth Brewing Company (the same team that produces the successful Mammoth Festival of Beers & Bluesapalooza). We are committed to a long-term plan to grow Mammoth's Blue Sky Fest into a signature event for Mammoth Lakes.

For specific information on sponsorship opportunities, please contact Jim Vanko at 888-285-5893 ext. 2 or jim@harvestmoonpresents.com Visit www.BlueSkyFest.com

We are committed to fostering long-term relationships with promotional partners. Let us tailor a sponsorship program for your organization!