



Sponsorship Opportunities
3rd Annual Mammoth Blue Sky Fest
Mammoth Lakes, California
July 8-10, 2011

Seeking solid promotional partnerships with the right organizations!

EVENT OVERVIEW

Mammoth Blue Sky Fest is Mammoth Lakes, California's premier cultural event that celebrates living well while enjoying Mammoth's mountain lifestyle. Mammoth Lakes and the Eastern Sierra is about living the good life with fresh mountain air, blue skies, friendly people, natural beauty, and a strong sense of community. **The Mammoth Blue Sky Fest is a progressive lifestyle celebration driven by grassroots community support, benefiting education and cultural enrichment in the Eastern Sierra.**

The event includes opportunities to enjoy, learn, and experience outdoor adventures, delicious food, great wines, and eclectic and energetic music. The event focuses on fun, experiential ("learn by doing") activities and seminars with emphasis on exceptional food and wine, outdoor adventure pursuits; healthy lifestyles; and diverse musical concerts.

The festival is Mammoth's major social event, kicking off the summer travel season with nationally known speakers, adventure outfitters, notable chefs, restaurants, wineries, winemakers, and world-class musicians.

Organizers **Mammoth Blue Sky Fest is a joint venture of HarvestMoon Presents (HMP) and the Mammoth Lakes Foundation (MLF), a nonprofit organization supporting higher education and cultural enrichment in the Eastern Sierra.**

Benefiting Education and arts through Mammoth's local college and schools

Expected Attendance **3rd Annual Mammoth Blue Sky Fest**
Celebrating Food · Wine · Music · Adventure
- Expected Attendance: 1,000-1,500 people
- Participating Vendors: 50

Dates Friday-Sunday – **July 8-10, 2011**

Location **The event takes place outdoors in Mammoth Lakes**, a beautiful mountain resort located near Yosemite National Park in the Eastern High Sierra off Highway 395. Best known as a world-class ski resort, it is also 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.

Event Activities **Daytime activities cater to all ages**, individuals and families. Activities include guided bike tours, (road and mountain bike), hikes, fly fishing demos, kayaking demos, rock climbing demos, culinary demos, yoga, wine appreciation discussions, epicurean food and wine tastings, a chef's cooking competition, silent and live auctions **and much more!**

Evening activities include wine dinners by Mammoth chefs; a Beermaker's Ball, BBQ and tasting; a silent and live auction; and **outdoor concerts** featuring nationally known performers.

HOW THE EVENT IS PROMOTED

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.

The event is cross-marketed to returning festival participants, word-of-mouth advertising, and through the following channels:

- Social Media Marketing
- Email ads to targeted recipients
- Festival Website Listings
- Blue Sky Street Team distribution
- Posters/Rack Cards at select locations, participating vendors, and direct distribution
- Radio and Print Advertising in targeted markets
- News Releases and story ideas distributed and pitched to statewide media
- Cross-promoted through the Town of Mammoth Lakes national marketing efforts
- Ticket presale locations and websites
- Sponsor and partner websites and e-Banner ads
- Event website and traffic facts via www.BlueSkyFest.com

FOR MORE INFORMATION

Festival partners include producers HarvestMoon Presents Inc, and Mammoth Lakes Foundation. (HarvestMoon Presents is the same team that produces the successful Mammoth Festival of Beers & Bluesapalooza). Ticket proceeds and sponsorships are considered donations to the Mammoth Lakes Foundation, a 501 c 6 non-profit tourism organization that supports higher education and cultural enrichment through the Eastern Sierra, and the Mammoth NOW Education Foundation, supporting Mammoth's local schools.

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

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

Visit www.BlueSkyFest.com



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4/11/11 9:36 AM

Mammoth Blue Sky Fest

Sponsorship Levels

The festival provides long term exposure for promotional partners through marketing, advertising, publicity, and face-to-face interaction as well as involvement in a variety of other promotions and event attractions. All event sponsorship agreements are one-year terms. (Please note: package benefits are subject to change.)

Title Sponsor \$10,000

The Festival provides:

- Title Logo placement on event-related advertising, program materials, and banner ad on web pages on www.BlueSkyFest.com
- Concert stage naming recognition
- Four (4) banners (partner to provide banners; banner size TBD)
- One (1) 10' x 10' booth space
- Link from the www.BlueSkyFest.com website
- Product Sampling (if applicable)
- Twelve (12) complimentary three-day passes to all festival activities, concerts and events (four attendee passes for Wine Dinner included)

Gold Sponsor \$5,000

The Festival provides:

- Logo placement on event-related advertising, program materials, and banner ad on web pages on www.BlueSkyFest.com
- Wine/food/auction sponsor recognition
- Three (3) banners (partner to provide banners; banner size TBD)
- One (1) 10' x 10' booth space
- Link from the www.BlueSkyFest.com website
- Product Sampling (if applicable)
- Six (6) complimentary three-day passes to all festival activities, concerts and events (two attendee passes for Wine Dinner included)

Silver Sponsor \$2,500

The Festival provides:

- Logo placement on event-related advertising, program materials, and banner ad on web pages on www.BlueSkyFest.com
- Two (2) banners (partner to provide banners; banner size TBD)
- One (1) 10' x 10' booth space
- Link from the www.BlueSkyFest.com website
- Product Sampling (if applicable)
- Three (3) complimentary three-day passes to all festival activities, concerts and events, including three attendee passes for Beermaker Ball, BBQ and Tasting.

Bronze Sponsor \$1,000

The Festival provides:

- Logo placement in program materials and on event-specific web pages on www.BlueSkyFest.com
 - One (1) banner (partner to provide banners; banner size TBD)
 - Link from the www.BlueSkyFest.com website
 - Two (2) complimentary three-day passes to all festival activities, concerts and events (does not include Wine Dinner or Beer Maker Ball, BBQ, and Tasting.)
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Community Sponsor \$500

The Festival provides:

- Logo placement in program materials and on event-specific web pages on www.BlueSkyFest.com
- Link from the www.BlueSkyFest.com website
- One (1) complimentary three-day pass to all festival activities, concerts and events (does not include Wine Dinner or Beermaker Ball, BBQ, and Tasting.)

Friend of the Festival \$250

The Festival provides:

- Name listing in program materials and on event-specific web pages on www.BlueSkyFest.com
- One (1) complimentary one-day pass to all activities, concerts and events (does not include Wine Dinner or Beermaker Ball, BBQ, and Tasting.)

Let us tailor a sponsorship program for your organization!

