

# WILSON VALLEY

MERCANTILE  *Wilson Valley, Texas Est. 2020*

## Wilson Valley Fest 2024

*Benefiting*  
 **Panhandle Proud**

  

*Music 11 am to 10pm, Lineup coming soon!*  
*Sponsorships, food trucks spots and vendor booths available*

Wilson Valley Texas      October 26, 2024



Purpose: Music festival aimed at raising funds for Panhandle Proud(501c3) charity formed by the Texas Distilled Spirits Association (TDSA), Texas Whiskey Association (TXWA) and spear headed by Dan Garrison (Proprietor of Garrison Brothers Distilling) to aide the wildfire victims in the Texas Panhandle. <http://panhandleproud.org>

To date over \$100,000 has been raised by various events held at Texas distilleries for Panhandle Proud. There are several other events in the works as well, through the associations such as special restaurant pairings from food grown in the panhandle to benefit concerts.

Wilson Valley Mercantile is building out our first Valley Fest, for October 26, 2024, tentatively planned to start at 11AM and finish at 10PM with the express purpose of raising funds for Panhandle Proud. This will be a ticketed event. Net proceeds from ticket sales and sponsorships will be donated to Panhandle Proud after production expenses.

Wilson Valley was settled in 1866/67 by 6 Wilson Brothers, the Great Great grandson of one of those brothers now operates Wilson Valley Mercantile, the first legal distillery in Bell County which is located at Evans Ranch and the home of Valley Fest 2024. Get ready for an amazing musical journey from singer/songwriter rounds to full bands in Wilson Valley, Texas.

## Why sponsor Valley Fest 2024

- 1. Visibility:** Estimated 35,000+ reach on social media based on artist lineup before advertising.
- 2. Community Engagement:** Connect with the local community and contribute to its cultural tapestry.
- 3. Economic Impact:** Support an event that can boost revenue and tourism in the Greater Temple Area.
- 4. Memorable Experiences:** Provide attendees with unforgettable moments.

By sponsoring Wilson Valley Fest 2024, you not only support a reputable establishment and worthy cause but also play a key role in the growth and enrichment of the Greater Temple Area. Contact us today to explore how your brand can shine at the inaugural Valley Fest and be a part of this melodious narrative.

## Sponsorship Opportunities:

### Event Sponsor \$4000

**Custom Wristbands** -wristbands featuring your logo and branding will be utilized for all attendees, artists and staff for the duration of the event.

**Welcome Banner** -Let your logo, branding and imagery be the first thing that greets Valley Fest attendees as they arrive on site.

**Official Festival Shirts** -Your logo will be printed on the back of the Official 2024 commemorative festival tee shirts.

**Address The Audience** -Take a few minutes to be front and center to welcome our audience from the stage on your companies' behalf. We'll work with you to select a time that will maximize your company's exposure on site.

**On Site- Festival Presence** -Interact with Valley Fest attendees one-on-one. We'll give your company a prime location in our vendor area to set up and talk shop with festival goers.

**Event Program** -A prominently placed full page ad in the printed event program.

**Radio Giveaway** -Sponsor ticket giveaways on a local radio station affiliate. We will arrange and provide (3) pairs of the general admission passes for your business to giveaway live on air.

**Digital Signage and Online Logo** with link on the home page of the festival website. Plus 2 special thank you or promotional posts on Facebook & Instagram leading up to the event.

**VIP Seating** -Sponsor will receive (4) general admission passes and (4) VIP passes for the entire festival with reserved seats (an \$1240 value).

## Main Stage Sponsor \$2000

### **Branding in Association of the Main Stage**

**Event Program** - A page dedicated to the artists will feature your branding and imagery.

**Official Festival Shirts** -Your logo will be printed on the back of the Official 2024 commemorative festival tee shirts.

**Banners** -On-Stage Signage (provided by the festival) at each stage will feature your logo and branding and list you as the stage sponsor.

**Digital Signage and Online Logo** with link on the home page of the festival website. Plus 2 special thank you or promotional posts on Facebook & Instagram leading up to the event.

**VIP Seating** -Sponsor will receive (2) general admission passes and (2) VIP passes for the entire festival with reserved seats (an \$620 value).

## Singer/Songwriter Rounds Sponsor \$1500

### **Branding in Association of the Rounds**

**Event Program** - A page dedicated to the artists will feature your branding and imagery.

**Official Festival Shirts** -Your logo will be printed on the back of the Official 2024 commemorative festival tee shirts.

**Social media** - all advertisements will mention your business as the presenting sponsor for this event and your business will be tagged.

**Digital Signage and Online Logo** with link on the home page of the festival website. Plus 2 special thank you or promotional posts on Facebook & Instagram leading up to the event.

**VIP Seating** -Sponsor will receive (2) general admission passes and (2) VIP passes for the entire festival with reserved seats (an \$620 value).

## Headline Artist Sponsor (pending approval by artist) \$2000

**Program Spotlight** -Our official festival program features a biography on each performer. Your company would be highlighted as the presenter for their performance at this Valley Fest in the official program alongside your select artist.

**Social Media Spotlight** -Each of our performers receive recognition on the official Wilson Valley social media outlets prior to the festival. Your company would be integrated in this promotion reaching thousands of followers.

**Address the Audience** -Take a few minutes to be front and center to welcome our audience from the stage on your companies' behalf prior to introducing your selected artist before their performance! If you would prefer to be in the crowd, our professional emcee will introduce the artist on your behalf while giving your company recognition.

**Official Festival Shirts** -Your logo will be printed on the back of the Official 2024 commemorative festival tee shirts.

**Merchandise Gift Basket** -A basket filled with your sponsored artist's merchandise, signed CD's, festival merchandise, local goodies and more!

**Digital Signage and Online Logo** with link on the home page of the festival website. Plus 2 special thank you or promotional posts on Facebook & Instagram leading up to the event.

**VIP Seating** -Sponsor will receive (2) general admission passes and (2) VIP passes for the entire festival with reserved seats (an \$620 value).

## Supporting Artist Sponsor (pending approval by artist) \$750 (4 available)

**Program Spotlight** -Our official festival program features a biography on each performer. Your company would be highlighted as the presenter for their performance at this Valley Fest in the official program alongside your select artist.

**Social Media Spotlight** -Each of our performers receive recognition on the official Wilson Valley social media outlets prior to the festival. Your company would be integrated in this promotion reaching thousands of followers.

**Official Festival Shirts** -Your logo will be printed on the back of the Official 2024 commemorative festival tee shirts.

**Digital Signage and Online Logo** with link on the home page of the festival website. Plus 2 special thank you or promotional posts on Facebook & Instagram leading up to the event.

**VIP Seating** -Sponsor will receive (2) general admission passes and (2) VIP passes for the entire festival with reserved seats (an \$620 value).

## Branding Sponsor of VIP Area \$2000

Sponsor would provide a photo backdrop or Step & Repeat with their logo as well as the Wilson Valley logo. Most artists will come to this location after their set for photo ops.

**Stage Announcements** -Recognition from stage during the event.

**Event Program** -Full page ad in the on-site event program.

**Official Festival Shirts** -Your logo will be printed on the back of the Official 2024 commemorative festival tee shirts.

**Digital Signage and Online Logo** with link on the home page of the festival website. Plus 2 Special Thank You or Promotional Posts on Facebook & Instagram leading up to the event.

**VIP Seating** -Sponsor will receive (4) General Admission Passes and (4) VIP Passes for the entire festival with reserved seats (an \$1240 value).

## Outdoor Games Area Sponsor \$1200

**Branding in the Outdoor Game Area**

**Event Program** - A ¼ page ad will feature your branding and imagery.

**Banners** -Game Area Signage (provided by the festival) your logo and branding and list you as the games sponsor.

**Digital Signage and Online Logo** with link on the home page of the festival website. Plus 2 Special Thank You or Promotional Posts on Facebook & Instagram leading up to the event.

**VIP Seating** -Sponsor will receive (2) general admission passes and (2) VIP passes for the entire festival with reserved seats (an \$620 value).

## Notable Mention Sponsor \$500

**Event Program** - A ¼ page ad will feature your branding and imagery.

**Official Festival Shirts** -Your logo will be printed on the back of the Official 2024 commemorative festival tee shirts.

**Digital Signage and Online Logo** with link on the home page of the festival website. Plus 2 Special Thank You or Promotional Posts on Facebook & Instagram leading up to the event.

## Other Opportunities

**Donations:** Should you feel compelled to donate any amount is greatly appreciated.

**Food Trucks: \$150 - 3 available**

**Vendor Booths: \$150 - 10 available**

Thank You.

We appreciate your thoughtful consideration of becoming a sponsor for the Valley Fest 2024. We encourage you to reach out with any questions or if you require further information. We are looking forward to the possibility of partnering with you.

Wilson Valley Mercantile

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