



# MOONSHADOW FESTIVAL 2017

AUG. 18-22

## **Moonshadow Festival at Wine Down Ranch**

August 18-22, 2017

Prineville, Oregon

[winedownranch.com](http://winedownranch.com)

### **FESTIVAL OVERVIEW**

Moonshadow Festival is a Solar Eclipse-focused event on a 2,100-acre working cattle ranch. This festival offers 4-night RV, trailer & tent camping or single-day visitor passes. Our guests will be middle/upper-class individuals and families who appreciate the great outdoors, enjoy live music, and are looking to “wine down”.

To distinguish our event from the large productions in our region, we are offering a down-home country feel to feature the beauty of our surroundings and get folks back to nature. The festival theme is traditional Western, offering event-goers an authentic ranch experience including working ranch demonstrations, cowboy story-telling, farmers and artisan markets, farm tours, musical entertainment, food and alcohol vendors, guided hikes, yoga classes, plein air scenic Paint & Sip classes and star-gazing.

Wine Down Ranch is located in the path of totality to view the full eclipse on Monday Aug. 21, 2017. Opportunities to view the total Solar Eclipse will include open views from the festival grounds, and an optional 2 mi. hike to the ridge on Wine Down Ranch at 4,400 feet. In either location, viewers will be able to see the moon’s shadow as it crosses the neighboring Ochoco National Forest and the Crooked River Valley, casting the sky into nearly 2 minutes of total darkness.

### **REGIONAL IMPACT**

Statewide projections from Travel Oregon, Central Oregon Visitors Association and Crook County Chamber estimate at least 500,000 visitors to Central Oregon to view the solar eclipse. Virtually all hotel and campgrounds in the state are booked to capacity. Local officials are supporting events like ours to help contain this influx as all services and resources will be maxed out.

## MARKETING EFFORTS

Our marketing plan begins several months prior to our event. We cross promote with regional tourism associations, including Travel Oregon, entertainment and outdoor publications across the Northwest, and Eclipse-centric websites. We leverage our own website, social networks and email newsletter to reach potential and actual festival attendees with ongoing messages through the event. A mix of local and statewide print, social network promotion and online influencers will promote Moonshadow Festival, including but is not limited to the following:

- Silipint branding (1,000 glasses—Presenting Sponsor opportunity)
- Print Media: Central Oregonian, Bend Source, Willamette Week (Portland),
- Websites: [winedownranch.com](http://winedownranch.com), [traveloregon.com](http://traveloregon.com),
- Social Media: Wine Down Ranch Facebook page, Influencer and artist social media accounts, Snapchat filter,
- Media relations outreach (likely will include TV and radio hits)

## SPONSORSHIP OPPORTUNITIES AVAILABLE

Sponsor Level	PRESENTING \$15,000	CAMP HOST \$5,000	MUSIC ARTIST \$2,000	<b>SOLD</b> BEVERAGE VENDOR	RANCH HANDS \$1,000	POKER HIKE \$250
Quantity	One	Two	Ten	One	Ten	Twenty
Naming Rights	Festival & music stage	RV or Tent Village	Music performance	Beverage stops & alcohol area	*If choose to sponsor one item outright	
Merchandise Branding	Silipints Poster	Poster		TBD		
Banners at Festival Site	Three 3x10	Two 3x10	One 3x10	Two 3x10	One 3x10	One sign
Festival Presence	All signage Stage Vendor booth Snapchat filter	booth in campground, Snapchat filter	Artist support Schedule & stage	Beverages, wine/beer garden		Poker Hike, in kind prizes
Website link	With logo	With logo	With logo	With logo	With logo	Text link
Social Media mentions	X	X	X	X	X	X
Media Releases	X	X	X	X		
PA Shoutouts	X	X	X	X	X	X
Camping / Festival Access	VIP RV or two RV or 6 tent passes	One RV (up to 3 people) or 3 tent passes	Two tent camping or one RV, or 6 day passes	One RV (up to 3 people) or 3 tent passes	One tent camping or 4 day passes	Two day passes

## PRESENTING SPONSOR [\$15,000]

As the presenting sponsor of Moonshadow Festival, your company will receive naming rights for the festival and the on-site festival experience, including the stage.

- 10'X 10' Festival Premium Location Booth
- Two complimentary RV camping (single trailer, four people) or up to six tent passes

for the duration of the Festival. Alternatively, one single VIP RV space (with electricity hookup) is available outside the main RV campground

- Inclusion on festival Silipint glasses and event poster
- Public acknowledgements on-site, during the entire Festival weekend
- Three 3'x10' banners at Festival site (you provide)
- Extensive marketing inclusion throughout the Willamette Valley, Columbia Gorge, and along the Central Oregon, pre-post Festival
- Media releases and PR campaign
- Online branding with logo and (qualified) link on Moonshadow Festival webpages and links/mentions from social media accounts.
- Branding on festival Snapchat geo-filter

### **CAMP HOSTS: CAMPING VILLAGES (RV & TENT AREAS) [\$5,000]**

As one of two camp hosts at Moonshadow Festival, your company will receive naming rights for the sponsored camp and a prominent display or activation in that campground.

- One RV camping (single trailer, three people) or up to three tent passes for the duration of the Festival.
- Inclusion on event poster
- Public acknowledgements on-site, during the entire Festival weekend
- Two 3'x10' banners at Festival site (you provide)
- Extensive marketing inclusion throughout the Willamette Valley, Columbia Gorge, and along the Central Oregon, pre-post Festival
- Media releases and PR campaign
- Online branding with logo and (qualified) link on Moonshadow Festival webpages and links/mentions from social media accounts.
- Inclusion on campground Snapchat geo-filter

### **SOLD OFFICIAL BEVERAGE PROVIDER [\$3,500]**

The official beverage provider has the opportunity for exclusivity for bottled drink sales, including beer and wine (excluding handmade beverages), and provide waters at wholesale cost to food vendors to sell them at the set festival rate.

- One RV camping (single trailer, three people) OR up to three tent passes for the duration of the Festival
- Public acknowledgements on-site, through the entire festival.
- Naming rights & banners for the alcohol consumption area and other dedicated beverage zones (ie: coffee/espresso stand) across the festival grounds.
- Marketing inclusion throughout the Willamette Valley, Columbia Gorge, and along the Central Oregon, pre-post Festival
- Media releases and PR campaign
- Online branding with logo and (qualified) link on Moonshadow Festival webpages and links/mentions from social media accounts.

### **MUSIC ARTIST SPONSORSHIP [\$2,000]**

Support the artists performing at Moonshadow Festival by sponsoring a specific band or music slot.

- One RV camping (single trailer, two people) OR up to two tent passes for the duration of the Festival OR up to six day passes for the festival.
- Public acknowledgements on-site, during the day of your sponsorship.
- One 3'x10' banner at Festival site (you provide)
- Extensive marketing inclusion throughout the Willamette Valley, Columbia Gorge, and along the Central Oregon, pre-post Festival
- Media releases and PR campaign
- Online branding with logo and (qualified) link on Moonshadow Festival webpages and links/mentions from social media accounts.

### **RANCH HAND PARTNER [\$1,000]**

Your investment goes to provide the following amenities to our guests without naming rights. If you'd like to exclusively sponsor any of these, investment is 2x. Applicable in-kind donations will also be considered.

- Food/snack boxes for hiking
- Glamping/camp equipment provider
- Wireless charging stations
- Outdoor Wifi
- Outdoor showers

All Ranch Hand partners will receive:

- One tent pass for the duration of the Festival OR up to four day passes for the festival.
- Public acknowledgements on-site
- One 3'x10' banner at Festival site (you provide)
- Online branding with logo and (qualified) link on Moonshadow Festival webpages and links/mentions from social media accounts.

### **POKER HIKE [\$250]**

Support this fun activity open to all attendees held on Sunday with a cash or in-kind donation of \$250. Prizes will be awarded to participants following the hike. Sponsors will receive signage on the hike, PA shoutouts, and inclusion on the website and social media mentions, along with two day passes for Sunday, August 20th.

### **FOR MORE INFORMATION & TO BEGIN A PARTNERSHIP PLEASE CONTACT:**

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