

## SPONSORSHIPS AND ADVERTISING

Previously  
known as



# SUPPORT YOUR COMMUNITY AND CONNECT WITH A BROAD AUDIENCE

27<sup>th</sup> ANNUAL



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

Spotlight your products or service to more than 30,000 Kansas City area residents who attend the free SoJo SummerFest, held each June to raise funds for four local children's charities. Take advantage of corporate sponsorships and advertise your company in the SoJo SummerFest 2016 Program Guide

### **Festival Dates:**

Fri., June 17 and

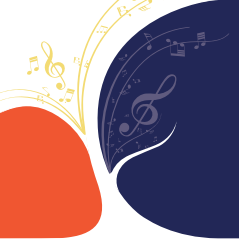
Sat., June 18, 2016

Corporate Woods Founder's Park  
Overland Park, Kansas

Produced by:



Overland Park South  
Rotary Club



# SOJO SUMMERFEST CORPORATE SPONSORSHIPS

## Premium Level Sponsorships \$1,000-25,000

	\$25,000 Title	\$10,000 Gold & Beer Garden	\$5,000 Silver	\$1,000 Bronze	\$250 Charity	\$5,000 Kids Area
Ad in SoJo SummerFest Program Guide	Full Page	Full Page	Half Page			Half Page
Recognition in sponsor list in SoJo SummerFest Program Guide	•	•	•	•	•	•
Sponsor Recognition and Charity Check Presentation Event	•	•	•	•		
Product or service marketed to 30,000 attendees	•	•	•	•		
Featured on SoJo SummerFest website with company link	•	•	•	•		
Stage announcements regarding your sponsorship throughout the festival	•	•				
Pre-packaged 30-second video advertisement spots on giant video screens	•	•				
Logo on stage banner throughout the event	•	•				
Official name designation of "SoJo SummerFest presented by [your company]" use in all festival promotions and materials	•					
Opportunity for employees to act as festival volunteers	•					
Dedicated space/area for company promotional use	•					
Signage opportunity at entrance of Kids Area						•

### Beer Garden Sponsorship (Only One Available) \$10,000

- Sponsor name recognition included with all aspects associated with this new event area

### Corporate Tents \$2,500

- Great for entertaining clients and employee team building
- One private tent for 40 people. Tents are secluded from the crowd and are in line of sight with the main stage
- Catered dinner plus assortment of wine, beer, water, and soft drinks for 40 people. (Additional food and beverage available on a per person charge of \$35/person; max 80 per tent)
- Banner displayed on tent with banner provided by sponsor
- Name recognition in sponsor list on video screens and in SoJo SummerFest program guide
- 10 private parking passes
- 20 x 30 Tent available (seats 64) @ \$3,500
- 20 x 60 Tent available (seats 104) @ \$5,500

### Local Artisan Sponsorship (Limited Availability) \$500

- 10 x 10 area inside local artisan tent (provided) on street
- Display and sell your unique, locally made merchandise (juried selection process)

### Kids Area Sponsorship (Only one Available) \$5,000

- Official designation as the "[Your Company Name] Kids Area" at SoJo SummerFest, including signage
- Opportunity to distribute materials in the Kids Area during the event

### Stage Pavilion Tickets \$75 per ticket/\$600 per table

- Private seating for the evening in our Stage Pavilion, secluded from the crowd on a raised platform and in line with the stage
- Extensive buffet and two drink tickets (includes premium wine and beer)
- Table purchase available with 8 people per table.
- Your email confirmation upon ticket purchase along with your ID serves as your ticket

### Vendor Display Sponsorship (Limited Availability)

- Showcase your products and services to 30,000 attendees during the two-night event. (no onsite product sales)
- Street Display – 10-ft. by 20-ft. area on street (2 available) \$4,000
  - Street Display – 10-ft. by 10-ft. area on street (2 available) \$2,000
  - Park Display – 10-ft. by 10-ft. area in park (3 available) \$1,500



# Make your company a part of Kansas City's largest free music event!

SoJo SummerFest, organized and produced by the Overland Park South Rotary Club with the help of many volunteers, is an annual event that attracts more than 30,000 attendees and benefits local children's charities.

Your sponsorship and/or advertising in the 27th annual 2016 Program Guide markets your product and services while showing support for one of Kansas City's premier events and its participating charities.

This year's event is being held on June 17-18 in Corporate Woods Founder's Park in Overland Park. Net proceeds raised will benefit:

- Head Start of Shawnee Mission
- Operation Breakthrough
- Sunflower House
- Future of Hope Fund – the charitable foundation of the Overland Park South Rotary Club

We appreciate your consideration and look forward to hearing from you soon.

The Overland Park South Rotary Club membership is growing. If you or someone from your company is interested in attending a meeting, please send an email to [marc@searcyfinancial.com](mailto:marc@searcyfinancial.com) for additional details. We meet every Wednesday at Deer Creek Golf Club at 7:30 AM.

## For sponsorship details, contact:

Marc Shaffer, 913.814.3800  
[marc@searcyfinancial.com](mailto:marc@searcyfinancial.com)

Mark Parman, 913.827.7143  
[mparman@equitybank.com](mailto:mparman@equitybank.com)

## To reserve your program book advertising placement:

Eric Jacobson, 913.344.1436  
[ejacobson@ascendintegratedmedia.com](mailto:ejacobson@ascendintegratedmedia.com)



## Program Guide

### Audience and Distribution

Distributed free at entrance points by volunteer staff to more than 30,000 local and regional attendees

### Content

History and event schedule, information about each charity and performers, a list of presenting sponsors and partners, information about the kids pavilion and more.

## Boost visibility with premium placement

### Cover Positions

Back Cover	\$2,100
Inside Front Cover	\$1,950
Inside Back Cover	\$1,750

### Advertising information

Size	Four-color
Full Page	\$1,500
1/2 Page	\$800
1/4 Page	\$450
1/6 Page	\$225

### Deadlines

Ad space reservation due: **April 22, 2016**  
Ad materials due: **May 9, 2016**

Reserve your ad by February 1st and receive a 10% discount

## Audience Demographics

### Residence

60% Johnson County, KS; 25% Other KC Metro Areas;  
10% Midwest Outside KC Metro; 5% Outside of Midwest

### Age

16% 18-24; 66% 25-54; 18% 55+

### Average Household Income

52% over \$80,000  
48% between \$52,000 and \$100,000

Overland Park South  
Rotary Club



27<sup>th</sup> ANNUAL



Overland Park South Rotary Club  
P.O. Box 27075  
Shawnee Mission, KS 66225

**sojosummerfest.com**

Previously known as



Produced by:  
Overland Park South  
Rotary Club

**Festival Dates:**

Fri., June 17 and  
Sat., June 18, 2016  
Corporate Woods  
Founder's Park

**For sponsorship details, contact:**

Marc Shaffer

913.814.3800

marc@searcyfinancial.com

Mark Parman

913.827.7143

mparman@equitybank.com

**To reserve your program book advertising placement:**

Eric Jacobson, 913.344.1436

ejacobson@ascendintegratedmedia.com

SPONSORSHIPS  
AND ADVERTISING

**WHY SUPPORT  
SOJO SUMMERFEST?**

SoJo SummerFest is both a music lifestyle event for the public and a fundraiser for local children's charities. This is largely possible through sponsorship support. Produced by the Overland Park South Rotary Club, this event has raised over \$1,500,000 in the past twenty-six years and with your help, will raise even more in 2016.