



ST. JOSEPH 2021: FROM STEAM TO **STEAM**
SCIENCE TECHNOLOGY ENGINEERING ARTS MATHEMATICS

SPONSORSHIP / PROGRAM PARTNERSHIP

FRIDAY, AUGUST 20, 2021
SATURDAY, AUGUST 21, 2021

St. Joseph 2021: from steam to S.T.E.A.M. Join your friends and neighbors in a celebration of St. Joseph. It has been a long hard year but come August the community will gather to celebrate the best of St. Joseph. The Allied Arts Council and the City of St. Joseph invite you to St. Joseph 2021: from steam to S.T.E.A.M., St. Joseph's commemoration of Missouri's Bicentennial and celebration of St. Joseph highlighting our journey from frontier town to a City of Innovation. This free event scheduled for August 20 & 21, 2021 explores all that is wonderful about St. Joseph- past- present- future.

FESTIVAL FEATURES The two-day event features live music, visual artists, and a Chautauqua tent featuring voices from the past, a living history area and the S.T.E.A.M. Innovation and Activity Zone. Adults and children alike are invited to participate in S.T.E.A.M. (science, technology, engineering, arts and mathematics) activities provided by MWSU, emPowerU, Woodworkers Guild, The Daughters of the American Revolution, and many others. St. Joseph's leading businesses and entrepreneurs will be on-site to demonstrate their innovations and pique your creativity and scientific interests. The festival features local and regional food and beverage vendors.

BECOME A SPONSOR

GOOD FOR BUSINESS. GOOD FOR THE COMMUNITY.

The festival is a celebration of all that is unique about St. Joseph. And let's face it-

🎉 **We need a reason to celebrate.** 🎉

Aligning your business with the St. Joseph 2021: from steam to S.T.E.A.M. Festival is notably good for the community, but is good for business as well. Your association with this cultural event can help reach and impact educated, affluent and culturally savvy attendees and create brand experiences in a non-traditional way. Sponsorship packages include many tangible and actionable rights and benefits.

- Achieve marketing & communications objectives
- Underscore community commitment & social responsibility
- Receive positive media relations
- Engage employees
- Entertain clients

The event provides companies the opportunity to market their brand and to 5,000+ festival attendees and benefit from inclusion in social media campaigns, print, web, radio, signage and television marketing of the event. Also, the opportunity for on-site presence and direct contact with attendees with a S.T.E.A.M. related interactive activity.

We can develop a unique marketing campaign that allows your company to take maximum advantage of the broad array of advertising opportunities that the festival generates.

CONTACT

Liby Waltemath, Sponsorship Co-Chair
libywaltemath@gmail.com 503-490-1253
Devon Kariker, Sponsorship Co-Chair
devon.kariker@yahoo.com 816-387-1189

Produced in partnership with the Allied Arts Council and the City of St. Joseph

WHERE	ESTIMATED ATTENDANCE
Civic Center Park 1100 Frederick Avenue St. Joseph, MO 64501	Attendance 5,000 - 10,000 over 2 days
WHEN August 20 & 21, 2021	ADMISSION - FREE

Web Site
stjoearts.org/2021festival

Social Media
www.facebook.com/Stjoearts
Instagram (@stjoearts) Twitter (@AACARTS)

Media Partners

Radio Stations
Eagle Radio - KFEQ/KSJQ/KKJO/KESJ/KYSJ

Television Stations
KQTV / KNPN / City Access Channel

Newspaper
St. Joseph News-Press

Other marketing assets
Chamber of Commerce, St. Joseph Convention & Visitors Bureau, regional radio stations, posters



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SPONSOR LEVELS

TITLE SPONSOR—\$15,000

ADVERTISING & PROMOTION

- Exclusive designation as above the name Title Sponsor
- Exclusive company logo on festival t-shirt
- Full page ad in program book
- Logo/link on stjoearts.org/2021festival page
- Headline Logo on all produced publicity (printed, web, email blasts)
- Title Sponsor of event in all media releases, ads
- Sponsored Facebook posts

PROMOTIONAL RIGHTS

- Title Sponsor of event in all media promotion and advertising

RECOGNITION AT EVENT

- One 10 X 20 tent provided with two 8 ft tables & 8 chairs if participating in the S.T.E.A.M. Innovation and Activity Zone
- Top billing on festival signage at event
- Up to 4 banners (supplied by sponsor) in prime locations throughout event and entrance (maximum banner size allowed is 4'x8')
- Recognition from each stage 8 times
- Access to sponsor hospitality tent for up to 30 people with light refreshments and beverages
- 30 festival t-shirts. Additional t-shirts at discounted rate

ASSOCIATE SPONSOR—\$5,000

ADVERTISING & PROMOTION

- 1/4 page ad in program book
- Logo/link on stjoearts.org/2021festival page
- Associate Sponsor on produced publicity (printed, web, email blasts)
- Inclusion in media releases, social media, and follow-up public relations materials

RECOGNITION AT EVENT

- One 10 X 10 tent provided with one, 8 ft table & 4 chairs if choose to participate in the S.T.E.A.M. Innovation Zone
- Sponsor placement on festival signage at 50% of title sponsor
- 2 banners supplied by sponsor hung in park (maximum banner size allowed is 4'x8')
- Recognition from each stage 4 times
- Access to sponsor hospitality tent for up to 10 people with light refreshments and beverages
- 10 festival t-shirts

FESTIVAL SPONSOR—\$1,000

ADVERTISING & PROMOTION

- Listed in program book
- Logo/link on stjoearts.org/2021festival page

RECOGNITION AT EVENT

- Sponsor listed on select festival signage
- 1 Banner (supplied by sponsor) hung in park
- Access to sponsor hospitality tent for up to 2 people
- 2 festival t-shirts

PRESENTING SPONSOR —\$10,000

ADVERTISING & PROMOTION

- 1/2 page ad in program book
- Semi exclusive designation with logo/link on stjoearts.org
- Presenting Sponsor on all produced publicity (printed, web, email blasts)
- Presenting Sponsor of event in all media releases, ads
- Sponsored Facebook posts

PROMOTIONAL RIGHTS

- Company name and logo in all media promotion and advertising

RECOGNITION AT EVENT

- One 10 X 20 tent provided with two 8 ft tables & 8 chairs if participating in the S.T.E.A.M. Innovation and Activity Zone
- Sponsor placement on festival signage at 75% of title sponsor
- Up to 2 banners (supplied by sponsor) in prime locations throughout event and entrance (maximum banner size allowed is 4'x8')
- Recognition from each stage 6 times
- Access to sponsor hospitality tent for up to 20 people with light refreshments and beverages
- 20 festival t-shirts. Additional t-shirts at discounted rate

SUPPORTING SPONSOR - \$2,500

ADVERTISING & PROMOTION

- 1/8 page ad in program book
- Logo/link on stjoearts.org
- Inclusion in a rotation of media releases, social media

RECOGNITION AT EVENT

- One 10 X 10 tent provided with one, 8 ft table & 4 chairs if choose to participate in the S.T.E.A.M. Innovation Zone
- Sponsor placement on festival signage at 25% of title sponsor
- 1 banner (supplied by sponsor) hung in park (maximum banner size allowed is 4'x8')
- Access to sponsor hospitality tent for up to 4 people with light refreshments and beverages
- 4 festival t-shirts

BUSINESS SPONSOR—\$500

ADVERTISING & PROMOTION

- Listed in program book
- Logo/link on stjoearts.org

RECOGNITION AT EVENT

- On-site presence with a COVID responsible S.T.E.A.M. related activity
- 8ft table and 2 chairs provided
- Sponsor listed on select festival signage
- 1 Banner sponsor supplied by & hung in park (maximum banner size allowed is 4'x8')

FESTIVAL FRIEND—\$250

RECOGNITION

- Listed in program book
- Name on stjoearts.org website



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Sponsorship Agreement

This agreement is made by and between the Allied Arts Council (AAC) and _____ (Sponsor).

Select sponsorship level:

- | | |
|---|---|
| <input type="checkbox"/> Title Sponsor (1 Sponsor) \$15,000 | <input type="checkbox"/> Festival Sponsor \$1,000 |
| <input type="checkbox"/> Presenting Sponsor (2 Sponsors) \$10,000 | <input type="checkbox"/> Business Sponsor \$500 |
| <input type="checkbox"/> Associate Sponsor \$5,000 | <input type="checkbox"/> Festival Friend \$250 |
| <input type="checkbox"/> Supporting Sponsor \$2,500 | <input type="checkbox"/> Other _____ |

Allied Arts Council agrees to provide the benefits as listed on the sponsorship flyer and Sponsor agrees to make payment of \$_____ on or before July 20, 2021.

- Payment enclosed Please Invoice

Name as it is to appear in all printed materials: _____

Person authorizing sponsorship _____

Street Address _____

City, State, Zip Code _____

Phone _____ email _____

Upon confirmation of your sponsorship, you will receive information specific to your sponsorship level.

The above represents the agreement in total as described in the sponsorship package. No other promotions, publications or agreements are implied or granted except as provided in this agreement.

Please sign and return to AAC, 118 South 8, St. Joseph, MO 64501 or teresa.fankhauser@stjoearts.org

In Agreement:

For Sponsor

Date

For Allied Arts Council

Date

St. Joseph 2021: from steam to S.T.E.A.M. Festival is produced in partnership with the Allied Arts Council a 501c3 organization and the City of St. Joseph