

MID-AMERICA MUSIC FESTIVAL

COUNTRY MUSIC & CAMPING

PRESENTED BY
CFM INSURANCE

MUSIC WITH A MISSION PARTNERSHIP OPPORTUNITIES

NORTHERN MISSOURI'S PREMIER COUNTRY MUSIC & CAMPING

AUGUST 4 & 5, 2023

BLACK SILO WINERY IN TRENTON, MO



MISSION

To help boost the economic development of small rural communities
and to give back to charities in Northern Missouri.

MIDAMERICAMUSIC.COM



ABOUT THE FESTIVAL

Mid-America Music Festival presented by CFM Insurance is Black Silo Foundation's largest fundraising event of the year. It has become Northern Missouri's premier music and camping festival held annually on the 70-acre grounds of the Black Silo Winery in Trenton, Mo, approximately 90 miles north of Kansas City.

Featuring renowned headliners and emerging artists, the festival includes a weekend of great country music, food trucks, vendors, plenty of beverage stations, fun interactives, camping, fireworks and a whole lot more. Travis Tritt, Lauren Alaina, Matt Stell, Jameson Rodgers, Elvie Shane, Larry Fleet, Granger Smith, Morgan Evans, Danielle Bradbery, A Thousand Horses, Parmalee, Runaway June, Restless Road, Uncle Kracker, Joe Stamm Band, Travis Marvin, The Steel Woods, Jason Boland & The Stragglers, Stoney LaRue, Dirt Road Addiction, Sons of Sterling, Preston Ary Band, Slow Leak and Steven Bankey & The Flatland Band are just a few of the bands who have performed at the festival since 2017.

The 2023 lineup will be announced in February.

MUSIC WITH A MISSION

- 1) To boost the economic development of host town, Trenton, Missouri and the surrounding northern Missouri rural counties.
- 2) To raise essential funds for charities that benefit children, youth and families, healthcare, education, veteran affairs or animals in rural northern Missouri communities, including charities that serve Grundy, Livingston, Linn, Sullivan, Putnam, Mercer, Harrison, Daviess or Caldwell Counties.

The festival has supported the following charities in the past, Bright Futures Chillicothe, Camp Rainbow, Green Hills Animal Shelter, Main Street Trenton, North Central Missouri Children's Advocacy Center, BTC Area Youth Bene⁵t Corp., and Green Hills Women's Shelter.

- 3) To provide patrons an incredible music experience every summer.

Thousands of fans travel from over 30 states annually to attend the festival and support our music with a mission!

TARGET DEMOGRAPHIC & MARKETS

- ♦ Males and Females, ranging between the ages of 21— 60+
- ♦ Large percentage of attendance reside in Northern Missouri communities, specifically Grundy, Livingston, Linn, Caldwell, Daviess, Harrison, Putnam, Mercer and Sullivan Counties.
- ♦ In 2022, fans traveled from Missouri, Iowa, Minnesota, Arkansas, Wisconsin, Illinois, Kansas, Nebraska, Oklahoma, North Dakota, South Dakota, Colorado, Texas, Arizona, Nevada, Alaska, Indiana, Kentucky, Michigan, Tennessee,, Ohio, Pennsylvania, California, Virginia, Florida, Georgia, South Carolina, North Carolina, New Jersey, & Maryland.
- ♦ Marketing focused heavily in a 100+-mile radius of Trenton, Mo, which includes Kansas City, Saint Joseph, Maryville, Liberty, Cameron, Bethany, Kirksville, Carrollton, Marshall, & Moberly areas. Festival marketing efforts also reaches Columbia, Springfield, Jefferson City, Eastern Kansas and Nebraska and Southern and Central Iowa markets.



ABOUT THE VENUE

- ♦ Black Silo Winery is located at 4030 E. 10th Street in Trenton, Mo. The winery, established in 2013 by Duane Urich & Jenn Hottes, was recently named one of the Top 10 wineries to visit in Missouri.
- ♦ The site offers primitive style camping, tent/car, RV or 5th wheels are welcomed. No hook-ups or water available; however, generators are allowed.
- ♦ Wine tent includes all Black Silo wines.





SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

- ◆ As the premier northern Missouri music and camping festival, our event provides local, regional and national businesses a unique opportunity to maximize brand exposure through one of our creative sponsorship packages.
- ◆ A sponsorship partnership ensures each business and/or individual receives a custom corporate ticket package, brand advertisement and a tax deduction, as the festival is a 501 (c)3 nonprofit event.
- ◆ Three main areas to support our cause includes: Corporate & Vendor Sponsorships, Regular Ticket Purchases and In-Kind Donations.
- ◆ In addition, to our sponsorship tiers, we also offer a wide range of additional partnership opportunities including: Hotel, Beverage, Security, Transportation, Stage & Production, & Logistics.



Sponsorship packages allow for a high degree of flexibility and customization based on companies' individual marketing, promotional, and philanthropic goals.

EXCLUSIVE STAGE SPONSOR

\$30,000 (1 available or 2, \$15,000 each)

Enjoy 6+ months of exposure leading up to the Festival with strong emphasis on digital advertising. The Stage Sponsor will have a dominant presence throughout all the Festival activities and marketing related to the bands and stage.

****Details below are for a \$30,000 sponsor****

Branded Visibility at Festival

- ◆ Large Stage Signage on 40ft stage
- ◆ Logo on stage LED screen during event
- ◆ 10x10 Vendor Booth inside the festival grounds, if desired (*company may provide logo tents, vehicle, etc.*)
- ◆ Logo on the Festival Schedule
- ◆ Logo-2 Fence Banners (size 2'x 4')
- ◆ On stage name mention from emcee

Media Exposure

- ◆ One Digital Billboard Company Ad for 5 weeks, (Market Clay County, I-35/92 Hwy), size 12' by 40'
- ◆ Logo/Name on Print & Digital ads
- ◆ Logo/Name on Festival Ticketing Site
- ◆ Logo on Festival Poster (*deadline for printing April 1*)
- ◆ Name on E-Newsletters (900+ distribution)
- ◆ Logo with link on Festival's website
- ◆ Promotion on Facebook & Instagram

Festival Perks

- ◆ 24 Sponsor VIP Credentials (includes access to Private VIP Tent, Food Tokens Private Access to Spirits & Beer Bar, Front Row VIP Pit access & Private Restroom)
- ◆ 12 Sponsor VIP Parking Passes and/or Camping Spaces
- ◆ 24 Fri. & 24 Sat. Only Tickets
- ◆ 24 Two-Day Festival Tickets
- ◆ 16 Drink Tokens
- ◆ 6 Meet & Greet Passes (availability may be limited due to artist restrictions)

Tickets may not be exchanged

BEVERAGE SPONSOR

\$15,000 (\$7,500 Spirits & \$7,500 Beer)

Enjoy 4+ months of exposure leading up to the Festival with a strong emphasis on digital advertising. The Beverage Sponsor will have a dominant presence throughout all the Festival activities and marketing related to the beverage promotions.

Branded Visibility at Festival

- ◆ Beverage product provided exclusively to all festival goers (3,500+ fans)
- ◆ Custom Signage at Beverage Stations (*Company may provide beverage in⁷ atables, logo-tents or other agreed upon promotional items*)
- ◆ Rotating Digital Ad on 1, TV Draft Beer Trailer Screen (*size 55 inch screen*)
- ◆ 10 x 10 Vendor Booth inside the festival grounds, if desired
- ◆ Logo on the Festival Schedule
- ◆ Logo-1 Fence Banner (size 2x 4)

Media Exposure

- ◆ Logo/Name on Print advertisement
- ◆ Logo/Name on Festival Ticketing Site
- ◆ Logo on Festival Posters (*deadline for printing April 1*)
- ◆ Name on E-Newsletters (900+distribution)
- ◆ Logo with link on Festival's website
- ◆ Promotion (Facebook & Instagram)

Festival Perks

- ◆ 12 Sponsor VIP Credentials (includes access to Private VIP Tent, Food Tokens Private Access to Spirits & Beer Bar, Front Row VIP Pit access & Private Restroom)
- ◆ 6 Sponsor VIP Parking Passes and/or Camping Spaces
- ◆ 12 Fri. & Sat. Only Ticket s
- ◆ 12 Two-Day Festival Tickets
- ◆ 12 Drink Tokens
- ◆ 4 Meet & Greet Passes (availability may be limited due to artist restrictions)

Tickets may not be exchanged

SOLD

TICKET & ARMBAND SPONSOR \$5,000 (1 available)

Branded Visibility at Festival

- ♦ Rotating Digital Ad on 1, TV Draft Beer Trailer Screen (*size 55 inch screen*)
- ♦ Logo/Company Promo on all tickets
- ♦ Logo/Name on all armbands
- ♦ Logo/Name on back of all Badges, *including All-Access, Artist, & Sponsor VIP*
- ♦ Logo-1 Fence Banner (2'x4')

Media Exposure

- ♦ Logo/Name on Festival Ticketing Site
- ♦ Logo with link on Festival's website
- ♦ Promotion on Facebook & Instagram

Festival Perks

- ♦ 10 Sponsor VIP Credentials
- ♦ 5 Sponsor VIP Parking Pass or Camping
- ♦ 12 Two-Day Festival Tickets
- ♦ 10 Drink Tokens
- ♦ 2 Meet & Greet

Tickets may not be exchanged

(availability may be limited due to artist restrictions)

TUMBLER SPONSOR

\$3,500 (1 Remaining of 3 available)

Branded Visibility at Festival

- ♦ Logo/Name on 288, 20 oz Stainless Beer Tumblers, 250, 9.5 oz Stainless Steel Wine Tumblers and/or 192+ Glow in Dark Cocktail Tumbler
- ♦ Logo-1 Fence Banner (2'x4') & 1 (3'x6')
- ♦ Signage where Tumblers are sold

Media Exposure

- ♦ Logo with link on Festival's website
- ♦ Promotion on Facebook

Festival Perks

- ♦ 8 Sponsor VIP Credentials
 - ♦ 4 Sponsor VIP Parking Passes or Camping
 - ♦ 10 Two-Day Festival Tickets
 - ♦ 8 Drink Tokens
 - ♦ 2 Meet & Greet
- (availability may be limited due to artist restrictions)

Tickets may not be exchanged

MERCH SPONSOR

\$3,500 (2 Remaining of 4 Available)

Branded Visibility at Festival

- ♦ Logo/Name on the Festival T-Shirt
- ♦ Logo-1 Fence Banner (2'x 4')

Media Exposure

- ♦ Logo with link on Festival's website
- ♦ Promotion on Facebook

Festival Perks

- ♦ 8 Sponsor VIP Credentials
 - ♦ 4 Sponsor VIP Parking Pass or Camping
 - ♦ 10 Two-Day Festival Tickets
 - ♦ 8 Drink Tokens
 - ♦ 2 Meet & Greet
- (availability may be limited due to artists restrictions)

Tickets may not be exchanged

SOLD

**SPOOL SPONSOR
\$2,500 (1 available)**

Branded Visibility at Festival

- ♦ Signage on minimum of 10 Table Spools
- ♦ Logo-1 Fence Banner (2'x4')

Media Exposure

- ♦ Logo with link on Festival's website
- ♦ Promotion on Facebook

Festival Perks

- ♦ 6 Sponsor VIP Credentials
- ♦ 3 Sponsor VIP Parking Pass or Camping
- ♦ 8 Two-Day Festival Tickets
- ♦ 6 Drink Tokens

Tickets may not be exchanged

PREMIER LODGING SPONSOR

\$2,000 (1 available)

Branded Visibility at Festival

- ◆ Logo-1 Fence Banner (2'x4') & 1-(3'x6')
- ◆ Opportunity to throw merch items (*provided by sponsor*) from stage, once each day.

Media Exposure

- ◆ Logo on Festival's website
- ◆ Promotion on Facebook

Festival Perks

- ◆ 4 Sponsor VIP Credentials
- ◆ 2 Sponsor VIP Parking Pass or Camping
- ◆ 4 Drink Tokens

Tickets may not be exchanged

EXPERIENCE SPONSOR

\$1,700 (17 available)

Beer Garden, Wine Tent, Charity Beverage Tent, Sel' e Station, Camp Grounds, Meet & Greet, Blue Water, Parking, Center Field Beer Station, Fuel Up Partner, Fencing, First Aid Station, Live Remote, Fireworks, Volunteer Station, Band Hospitality Tent, Custom Experience

Branded Visibility at Festival

- ◆ Logo-1 Fence Banner (2'x4')
- ◆ 3'x6' Signage at each sponsored Experience

Media Exposure

- ◆ Logo on Festival's website
- ◆ Promotion on Facebook

Festival Perks

- ◆ 4 Sponsor VIP Credentials
- ◆ 2 Sponsor VIP Parking Pass or Camping
- ◆ 4 Two-Day Festival Tickets
- ◆ 4 Drink Tokens

Tickets may not be exchanged

Led Wall Option

- Add your company logo on two new 10'x16' walls next to stage (\$100 additional fee)
- Add a company video (up to 15 seconds) on two new 10'x16' wall next to stage. (\$200 additional fee)

All videos must be approved by festival team

Deadline for Video Ad is July 7

MISSION SPONSOR

\$700

Branded Visibility at Festival

- ◆ Logo on 1 Fence Banner (2'x4')

Media Exposure

- ◆ Name/Logo on Festival's website
- ◆ Promotion on Facebook

Festival Perks

- ◆ 2 Sponsor VIP Credentials
- ◆ 1 Sponsor VIP Parking Pass or Camping
- ◆ 2 Two-Day Festival Tickets
- ◆ 2 Drink Tokens

Tickets may not be exchanged

Deadline for printing July 7

NOTE: Sponsor VIP Credentials includes access to Private VIP Tent, Food Tokens, Private Access to Spirits & Beer Bar, Front Row VIP Pit access, Private Restroom, Free Camping or Parking, additional Festival tickets and advertising

OTHER TICKET OPTIONS & WAYS TO SUPPORT OUR MUSIC WITH A MISSION

SİLO PARTY PIT PASS (\$160)

- ◆ 1-Silo Party Pit Pass (*this is not your festival ticket, this is an add-on*)
- ◆ Access to Silo Party Pit in front of stage Fri. & Sat.

TWO DAY PASS (\$86)

- ◆ Access to festival grounds Fri. & Sat.

DAILY PASS (\$60)

- ◆ Access to festival grounds Fri. OR Sat.
- Daily & Two-Day Ticket Prices Increase Aug 5**

50/50 RAFFLE on the Festival Grounds

- ◆ Opportunity to participate in our 50/50 Charity Raffle Friday and Saturday. Winner does not have to be present to Win. Fifty percent of money raised from Raffle goes to the winner and the other 50 Percent will be split evenly between Our four charities.

YES!

I WOULD LIKE TO SUPPORT THE MID-AMERICA MUSIC FESTIVAL

Secured

\$50,000

PRESENTING SPONSOR

1 available



\$30,000

EXCLUSIVE STAGE SPONSOR

1 available or (\$15k for Fri. or \$15K for Sat)



\$15,000

BEVERAGE SPONSOR (Spirits or Beer)

(\$7,500 Spirits & \$7,500 Beer)

Secured

\$5,000

TICKET & ARMBAND

1 available



\$3,500

TUMBLER BEER, WINE or COCKTAIL

1 available

- Secured

BEER TUMBLER

- Secured

WINE TUMBLER

-COCKTAIL TUMBLER



\$3,500

MERCHANDISE

2 remaining of 4 available



\$3,000

OPENING BANDS SPONSOR

1 available

Secured

\$2,500

SPOOL TABLE SPONSOR



\$2,000

PREMIER LODGING



\$1,700

EXPERIENCE SPONSOR - YOUR CHOICE

Secured Beer Garden

___ Wine Tent

Secured Blue Water Restrooms

___ Fuel Up

Secured Charity Water
Center Field Beer Stn

Secured Camping
**Fencing

Meet & Greet

___ First Aid

Secured Selfie Station

___ Parking

___ Fireworks

___ Volunteer

___ Live Remote

___ Band Hospitality

**Fencing is \$1,900

___ Custom Exp.



\$700

MISSION SPONSOR



\$100

LOGO ON LED WALL (10,16, SIZE)

(rotates 30 min between each band Fri. & Sat)



\$200

VIDEO ON LED WALL (UP TO 15 SECONDS)

(rotates 30 min between each band Fri. & Sat)



\$160

SILLO PARTY PIT (LIMITED TO 150)

Access to Party Pit Fri. & Sat.



REGULAR TICKETS (PRICES INCREASE JUNE 1

Friday Daily \$60____(quantity)

Saturday Daily \$60____(quantity)

Two-Day \$90____(quantity)

AUGUST 4 & 5, 2023

COMMITMENT FORM

Sponsor Name (how to appear in promotion)

Contact Name

Mailing Address

City, State, Zip

Phone

Email

PAYMENT METHOD

___ Invoice ___ Pledge ___ Payment Date

___ Check is Enclosed (Black Silo Foundation)

___ Credit Card ___ Visa ___ MC ___ DISCOVER ___

Amount \$

Card #

Card Holder's Name

Card Holder's Signature

****EMAIL COMPLETED FORM AND
COMPANY LOGO (EPS or PDF)**
MIDAMERICAMUSICFESTIVAL@GMAIL.COM
OR MAIL FORM & DONATION TO
BLACK SILO FOUNDATION
4028 E. 10TH ST.
TRENTON, MO 64683**

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