

MUSIC WITH A MISSION

PARTNERSHIP OPPORTUNITIES

NORTHERN MISSOURI'S PREMIER MUSIC & CAMPING FESTIVAL

NEW DATES



AUGUST 5 - 7, 2022
BLACK SILO WINERY TRENTON, MO

MID-AMERICA MUSIC FESTIVAL

5 YEARS OF MUSIC WITH A MISSION

PRESENTED BY
CFM INSURANCE

TICKET INFO AND BAND ANNOUNCEMENTS COMING SOON.

BENEFITING

BRIGHT FUTURES CHILLICOTHE • CAMP RAINBOW
GREEN HILLS ANIMAL SHELTER • MAIN STREET TRENTON

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, hot air balloon rides, camping, fireworks and a whole lot more. Granger Smith, Morgan Evans, Danielle Bradbery, A Thousand Horses, Parmalee, Runaway June, Uncle Kracker, Joe Stamm Band, Travis Marvin, The Steel Woods, Jason Boland & The Stragglers, Stoney LaRue, Dirt Road Addiction, and Steven Bankey & The Flatlanders are just a few of the bands who have performed at the festival since 2017.

This year's lineup includes 12 country artists, Travis Tritt, Lauren Alaina, Jameson Rodgers, Matt Stell, Larry Fleet, Elvie Shane, Frank Ray, Restless Road, Sons of Sterling, Preston Ary Band, Steven Bankey & The Flatlanders and Slow Leak.

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 2022 festival will support Bright Futures Chillicothe, Camp Rainbow, Green Hills Animal Shelter and Main Street Trenton.

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

In 2021, 3,300 fans traveled from 30 states to attend the Mid-America Music Festival, a 43% increase in attendance from 2019.

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 2021, fans travel from 30 states, 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 150-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 \$20,000 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 Hay Bale 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 Friday & Saturday in VIP Tent, 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 in 7 tables, 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 Hay Bale 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 Friday & Saturday in VIP Tent, 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 Tickets
- ◆ 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

Spirits 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 Hay Bale 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 & Greets
(availability may be limited due to artist restrictions)

Tickets may not be exchanged

Sold

TUMBLER SPONSOR

\$3,500 (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 Hay Bale 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 & Greets
(availability may be limited due to artist restrictions)

Tickets may not be exchanged

Sold

MERCH SPONSOR

\$3,500 (1 remaining)

Branded Visibility at Festival

- ♦ Logo/Name on 2 Approved Merch Items (excludes Festival T-Shirt & Hat)
- ♦ Logo-1 Hay Bale 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 & Greets
(availability may be limited due to artists restrictions)

Tickets may not be exchanged

SPOOL SPONSOR

\$2,500 (1 available)

Branded Visibility at Festival

- ♦ Signage on minimum of 10 Table Spools
- ♦ Logo-1 Hay Bale 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

Sold

PREMIER LODGING SPONSOR

\$2,000 (1 available)

Branded Visibility at Festival

- ◆ Logo-1 Hay Bale 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

Sold

EXPERIENCE SPONSOR

\$1,600 (4 remaining)

Beer Garden, Wine Tent, Charity Water Tent, Selfie Station, Camp Grounds, Meet & Greet, Blue Water, Band Hospitality Tent, Fireworks, Parking, Volunteer Station, Hot Air Balloon, Fuel Up Partner, Fencing, Live Remote, First Aid Station, Custom Experience

Branded Visibility at Festival

- ◆ Logo-1 Hay Bale 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

New 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 1

HAY BALE SPONSOR

\$600 (unlimited)

Branded Visibility at Festival

- ◆ Logo on 1 Hay Bale 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 8

NOTE: Sponsor VIP Credentials includes access to Private VIP Tent, Food Friday & Saturday in Tent, 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 MAMF CHARITIES

NEW SILO PARTY PIT PASS (\$160)

- ◆ 1-Silo Party Pit Pass Merch Item
- ◆ Access to Silo VIP 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 June 1

LUXURY HOME CHARITY RAFFLE (\$100)

- ◆ Enter to win Casa De Sofia, a 7-night stay with full staff for up to 8 guests at a private, luxury home in a gated community in Manzanillo, Mexico. Drawing Aug. 6.
Do not have to be present to win

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

Secured

\$1,500

TUMBLER BEER, WINE or COCKTAIL

3 available

Secured-BEER TUMBLER

Secured -WINE TUMBLER

Secured -COCKTAIL TUMBLER



\$3,500

MERCHANDISE

2 sold, 1 still available



\$3,000

OPENING BANDS SPONSOR

1 available

Secured

\$2,500

SPOOL TABLE SPONSOR

Secured

\$2,000

PREMIER LODGING



\$1,600

EXPERIENCE SPONSOR - YOUR CHOICE

Secured Beer Garden

Secured Blue Water Restrooms

Secured Charity Water

Secured Hot Air Balloon

Secured Meet & Greet

Secured Selfie Interactive

Secured TikTok/Celebrity

Secured Parking

___ Live Remote

Secured Wine Tent

Secured Fuel Up

Secured Camping

Secured Fencing

Secured First Aid

___ Fireworks

___ Volunteer

___ Band Hospitality

___ Custom Exp.



\$600

HAY BALE SPONSOR

(unlimited available)



\$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

SILO PARTY PIT (LIMITED TO 150)

Access to Party Pit Fri. & Sat., includes Silo Merch



REGULAR TICKETS (PRICES INCREASE JUNE 1)

Friday Daily \$60____(quantity)

Saturday Daily \$60____(quantity)

Two-Day \$86____(quantity)



LUXURY HOME CHARITY RAFFLE (LIMITED TO 500)

Raffle Ticket \$100____(quantity)

AUGUST 5 - 7, 2022

COMMITMENT FORM

Sponsor Name (how to appear in promotion)

Contact Name

Mailing Address

City, State, Zip

Phone

Email

CHARITY SUPPORTING

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
4030 E. 10TH ST.
TRENTON, MO 64683**

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• CAMP RAINBOW
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THANK YOU IN ADVANCE FOR CHOOSING TO SUPPORT OUR MISSION!

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