



MUSIC WITH A MISSION PARTNERSHIP OPPORTUNITIES

NORTHERN MISSOURI'S PREMIER COUNTRY MUSIC & CAMPING

JULY 18 & 19, 2025

BLACK SILO WINERY IN TRENTON, MO



MISSION

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

MIDAMERICAMUSIC.COM



ABOUT THE FESTIVAL

Mid-America Music Festival 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. Sawyer Brown, Gabby Barrett, Dillon Carmichael, Eli Young Band, Cody Canada and the Departed, Chris Janson, Drake White, The Cadillac Three, 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, Steven Bankey & The Flatland Band and Jayson Orr and Shop Band, Marshall Holles are just a few of the bands who have performed at the festival since 2017.

Visit MidAmericaMusic.com to learn more about the event. Lineup will be announced in Feb.

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 will announce its 2025 charities in February!
- 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 2024, 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, Southern and Central Iowa markets and Western Illinois.



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 50 acres of primitive style camping, tent/car, RV or 5th wheels are welcomed. No hook-ups or water available; however, generators are allowed.
- ◆ Wine Grain Bin 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 marketing, promotional, and philanthropic goals,

EXCLUSIVE STAGE SPONSOR

\$30,000 (1 available)

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.

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')
- ◆ Logo on back of Festival T-Shirt
- ◆ On stage name mention from emcee

Media Exposure

- ◆ One Digital Billboard Company Ad for 5 weeks, (Market Clay County, I-35/435), size 12' by 40'
- ◆ Logo/Name on Festival Ticketing Site
- ◆ Logo on Festival Postcards/Printed Flyers (*deadline for printing April 15*)
- ◆ Name mention on E-Newsletters (1,800+ distribution)
- ◆ Logo with link on Festival's website
- ◆ Promotion on Facebook & Instagram

Festival Perks

- ◆ 24 Sponsor VIP Credentials (includes access to Private VIP Tent, 48 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 (Spirits / 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 (3,000+ fans)
- ◆ Custom Signage at Beverage Stations (*Company may provide beverage in⁷ atables, logo-tents or other agreed upon promotional items*)
- ◆ 10 x 10 Vendor Booth inside the festival grounds, if desired
- ◆ Logo on the Festival Schedule
- ◆ Logo on Banners (size 2x 4) (3x6)

Media Exposure

- ◆ Logo/Name on Print advertisement
- ◆ Logo/Name on Festival Ticketing Site
- ◆ Logo on Festival Postcards (*deadline for printing April 15*)
- ◆ Name on E-Newsletters (1,800+distribution)
- ◆ Logo with link on Festival's website
- ◆ Promotion (Facebook & Instagram)

Festival Perks

- ◆ 12 Sponsor VIP Credentials (includes access to Private VIP Tent, 24 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 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

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 & Greets

Tickets may not be exchanged

(availability may be limited due to artist restrictions)

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+ 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 & Greets
(availability may be limited due to artist restrictions)

Tickets may not be exchanged

MERCH SPONSOR

\$3,500 (5 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 & Greets
(availability may be limited due to artists restrictions)

Tickets may not be exchanged

SPOOL SPONSOR

\$3,000 (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

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 June 20

EXPERIENCE SPONSOR

\$1,700 (19 available)

Beer Garden, Wine Tent, Charity Beverage Tent, Sel'e Station, Camp Grounds, Meet & Greet, Blue Water, Parking, VIP/Fan Beer Station, Fuel Up Partner, Fencing, First Aid Station, Live Remote, Fireworks, Volunteer Station, Band Hospitality Tent, Axe Throwing, Clear Bags, 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

NOTE: Sponsor VIP Credentials includes tickets to attend Friday and Saturday festival and provides access to Private VIP Tent, Food Tokens, Private Access to Spirits & Beer VIP 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

TWO DAY PASS (\$95)

- ◆ Access to festival grounds Fri. & Sat.

DAILY PASS (\$65)

- ◆ Access to festival grounds Fri. OR Sat.

Daily & Two-Day Ticket Prices Increase June 1

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.

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 June 27

YES!

I WOULD LIKE TO SUPPORT THE MID-AMERICA MUSIC FESTIVAL

\$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)

\$5,000

TICKET & ARMBAND
1 available

\$3,500

TUMBLER BEER, WINE or COCKTAIL

**-BEER TUMBLER
-WINE TUMBLER
-COCKTAIL TUMBLER**

\$3,500

MERCHANDISE
5 available

\$3,000

SPONSOR A BAND (\$1,000, \$2,000 or \$3,000)
10 available (Contact Team Member for details)

\$3,000

SPOOL TABLE SPONSOR
1 available

\$2,000

PREMIER LODGING
1 available

\$1,700

EXPERIENCE SPONSOR - YOUR CHOICE

- | | |
|---|---|
| <input type="checkbox"/> Beer Garden | <input type="checkbox"/> Wine Tent |
| <input type="checkbox"/> Blue Water Restrooms | <input type="checkbox"/> Fuel Up |
| <input type="checkbox"/> Charity Water | <input type="checkbox"/> Camping |
| <input type="checkbox"/> Meet & Greet | <input type="checkbox"/> First Aid |
| <input type="checkbox"/> Selfie Station | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Fireworks | <input type="checkbox"/> Volunteer |
| <input type="checkbox"/> VIP/Fan Bar | <input type="checkbox"/> Band Hospitality |
| <input type="checkbox"/> Fencing is \$1,900 | <input type="checkbox"/> Axe Throwing |

(All sponsorship levels listed above have first right of refusal. Deadline to renew is March 30, 2025.)

\$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)

REGULAR TICKETS (PRICES INCREASE JUNE 1)

Friday Daily	\$65	_____	(quantity)
Saturday Daily	\$65	_____	(quantity)
Two-Day	\$95	_____	(quantity)

JOBS WAY WENWUWZ

COMMITMENT FORM

Sponsor Name *(how to appear in promotion)*

Contact Name

Mailing Address

City, State, Zip

Phone

Email

***** Credit Card Fees will be applied if using CC*****

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

Exp Date

CVC

****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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and to support local charities in Northern Missouri.

THANK YOU IN ADVANCE FOR CHOOSING TO SUPPORT OUR MISSION!
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