



# MUSIC WITH A MISSION

## PARTNERSHIP OPPORTUNITIES

NORTHERN MISSOURI'S PREMIER COUNTRY MUSIC & CAMPING

### AUGUST 2 & 3, 2024

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](http://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. 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 are just a few of the bands who have performed at the festival since 2017.

Visit [MidAmericaMusic.com](http://MidAmericaMusic.com) for the complete 2024 lineup.

## 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 is supporting Boy Scout Troop 97 Trenton, Boy Scout Troop 120 Chillicothe, Camp Rainbow and Green Hills Animal Shelter this year.***
- 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 2023, 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 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')
- ◆ 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** (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 (3,500+ fans)
- ◆ Custom Signage at Beverage Stations (*Company may provide beverage in<sup>7</sup> 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**

## TICKET & ARMBAND SPONSOR

**\$5,000**  
**(1 available)**

1-)!!

### 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**  
**( 2 remaining)**

### 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 & 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)**

1-)!!

### 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)**

1-)!

### 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, VIP/Fan Beer Station, Fuel Up Partner, Fencing, First Aid Station, Live Remote, Fireworks, Volunteer Station, Band Hospitality Tent, Axe Throwing, 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 5**

## 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 5**

**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.

# 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)

Secured

\$5,000

### TICKET & ARMBAND

1 available

\$3,500

### TUMBLER BEER, WINE or COCKTAIL

-BEER TUMBLER

-WINE TUMBLER (Secured)

-COCKTAIL TUMBLER

\$3,500

### MERCHANDISE

3 remaining

\$3,000

### SPONSOR A BAND (\$1,000, \$2,000 or \$3,000)

9 available (Contact Team Member for details)

Secured

\$3,000

### SPOOL TABLE SPONSOR

1 available

Secured

\$2,000

### PREMIER LODGING

1 available

\$1,700

### EXPERIENCE SPONSOR - YOUR CHOICE

Secured Beer Garden

Secured Blue Water Restrooms

Secured Charity Water

\_\_\_ Meet & Greet

\_\_\_ Selfie Station

\_\_\_ Fireworks

\_\_\_ Live Remote

\_\_\_ Fencing is \$1,900

\_\_\_ Wine Tent

Secured Fuel Up

\_\_\_ Camping

\_\_\_ First Aid

Secured Parking

\_\_\_ Volunteer

\_\_\_ Band Hospitality

Secured Axe Throwing

*(All sponsorship levels listed above have first right of refusal. Deadline to renew is March 15, 2024.)*

\$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)

# AUGUST 2 & 3, 2024

## 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**



**AUGUST 2 & 3, 2024**

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***PARTNERSHIP OPPORTUNITIES***

NORTHERN MISSOURI'S PREMIER MUSIC & CAMPING FESTIVAL



**MISSION**

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

**THANK YOU IN ADVANCE FOR CHOOSING TO SUPPORT OUR MISSION!**  
**MIDAMERICAMUSIC.COM**