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2022 LINEUP



Parmalee



Lonestar



Rhett Walker



The Long Run



Exclusive Radio Partner





VISION



CONCEPT



LOCATION

Concept

God...Family...Country...The simple but powerful foundation that America is built on, is exemplified in the very name of our festival. This positive message is the heart of the For God & Country Live festival experience.

One day, one stage, top national artists, 5,000 engaged attendees in a family-friendly setting, dozens of the areas finest food, product and service vendors, all at an award winning outdoor amphitheater...for an average ticket price of just \$30 dollars! Plus, the first 2,000 attendees receive a backpack filled with free music and sponsor items worth over \$30 dollars in value

Location

The festival takes place Friday, June 10, 2022 at the award winning Centennial Park Amphitheater in Centennial, CO. Voted Top Family Friendly Park by 5280 Magazine



THE HEART BEHIND THE FESTIVAL



Who Are We

We are a group of seasoned Christian entertainment professionals. For God & Country Live is owned and operated by Hopefest, Inc. We founded Hopefest, Inc. in 2016 with the common goal to change the way festivals operate. We believe in providing our attendees with a positive message, fantastic national artist lineup, a fair ticket price, premium vendors, state-of-the-art production, and festival grounds where everything is in close proximity...oh and yes, we really do give our first 2,000 attendees a backpack worth more than what they paid for the festival ticket!

We want to greatly benefit not only our attendees, but also our corporate partners. We accomplish this by providing unprecedented exposure, and direct touch marketing to one of the most sought after demographics. Hopefest, Inc. is a 501c3 nonprofit organization. Our goal is for HopeFest and For God & Country Live to expand, as the market allows, to four events per year including Denver, Kansas City, St. Louis, and Knoxville. Our past partners include **SONY, PEPSI, RED BULL, MERCEDES BENZ, COLORADO CHRISTIAN UNIVERSITY, COMPASSION INTERNATIONAL** and many more amazing companies. We would be honored and blessed if you partner with us!



THE HEART BEHIND THE FESTIVAL



Hopefest, Inc. is a 501c3 Nonprofit Organization

All donations and sponsorships are tax deductible

MISSION

To Spread Hope Authentically Through Faith in God, Love for Family and Friends, Environmental Consciousness, and the Very Freedom America is Founded upon.

VISION

We are a music festival and event organization dedicated to spreading hope by providing authentic, faith-based, family-friendly experiences. We achieve this by focusing on Faith in God (through Jesus), love for family and friends, environmental consciousness, and by belief in the very freedom America is founded upon. We are passionate about supporting nonprofits local to the areas where our events are held, and additional national and worldwide organizations. We are conscious of our environmental footprint and operate with minimal exposure to single use plastics. We are committed to our fiduciary responsibilities and financial stewardship.



SPONSORSHIP BENEFITS



PRESENTING - PLATINUM - GOLD - SILVER - FOUNDATION

OFFICIAL SPONSOR OF FOR GOD & COUNTRY LIVE

The Presenting Sponsor is the highest-level of official sponsorship with For God & Country Live. Our Presenting Sponsor is permitted to use the For God & Country Live name and official logo for various marketing and communication uses.

YOUR COMPANY NAME WILL BE ADDED TO OUR LOGO

The Presenting Sponsor will be cobranded as For God & Country Live Presented by "Your Company Name/Logo".

CATEGORY EXCLUSIVITY

The Presenting, Platinum, Gold, Sponsors enjoy category exclusivity. Category exclusivity is defined as the right of the Sponsors to be the only company within its product or service category that is associated with For God & Country Live. Silver and Foundation Sponsors excluded from this benefit.

SPONSORSHIP ACTIVATION AND INTEGRATION

At For God & Country Live, we believe one of the most impactful benefits we offer is integrating your brand and product into the festival. Though we have many ideas of our own, we want to brainstorm with you to create unique and custom ways to include your name, product, or service into our event.

GUARANTEED SOCIAL MEDIA COVERAGE

Full Promotional Rights and Top-Level trademark recognition included with all For God & Country Live promotion and marketing on social media. Placement based on level of Sponsorship.



SPONSORSHIP BENEFITS



GIFT BACKPACKS - Direct Touch Marketing provides over 10,000 impressions per item. Presenting Partner will be allotted up to four items in the gift backpacks. Platinum Partners will be allotted up to three items in the gift backpacks. Gold Partners will be allotted two items in the gift backpacks. Silver Partners will be allotted one items in the gift backpacks.

RADIO - For God & Country Live runs multiple 30 second Radio Commercials, Ticket Giveaways, and more on KYGO, the top Denver market station, leading up to the festival. (Presenting Sponsor's name is included on each commercial. Over 2,000,000 impressions.

MULTI-MEDIA PRESENTATION - Festival Video Wall - Presenting, Platinum, Gold, and Silver Sponsors have the ability to include a 30-60 second commercial in the loop. Our Presenting Sponsor has the highest rotation in the loop. Over 50,000 impressions.

WEB BENEFITS -

- 140px x 70px hot-link on every page of the official website. 100,000 impressions. (Exclusive to Presenting Sponsor)
- 760px x 90px rotating banner ad on main page. 30,000 impressions. (Presenting Sponsor has the highest rotation value)
- Corporate logo and hot-link to your website on the official tour website "Sponsors Page". 250,000 impressions. (Premium positioning based on level of Sponsorship)
- Each supported social media outlet can be included on most marketing materials and online content.



SPONSORSHIP BENEFITS



PRINT BENEFITS-

All of our materials are professionally designed and printed full color at 300dpi.

- Logo placement on the official poster of For God & Country Live. Posters are distributed to area churches, food and beverage establishments, schools, colleges, universities, and small businesses. Over 100,000 impressions.
- Logo placement on the gift bag that each festival attendee will receive. Over 10,000 impressions.
- Logo placement on the drop cards. We distribute over 25,000 drop cards via our street teams. Over 40,000 impressions.
- Logo Placement on the official festival T-Shirt. Over 5,000 Impressions.
- Logo placement on the festival video wall during changeover and commercial down time. Over 50,000 impressions. (Exclusive to Presenting & Platinum Sponsors)
- Logo placement on the official festival banners. These banners will be placed in high visibility areas on Arapahoe Rd. for two weeks leading up to the festival, and throughout the festival grounds the day of. Over 100,000 vehicles per day provides over 1,000,000 impressions. (Presenting Sponsor and Platinum Sponsors will have the largest visible logos)
- Logo placement on the Stage Barrier and Venue banners. 1,400' of boundary fencing available to banner. Over 50,000 impressions.



LEVELS OF SPONSORSHIP



Presenting \$25,000 (1)

Over 4,200,000 Impressions

Includes 20'x20 Vendor Space, two 10'x20' canopies, two 8' tables, 8 chairs, 12 VIP tickets, 20 GA tickets, 6 VIP parking passes

Platinum \$15,000

Over 2,100,000 Impressions

Includes 20'x20' Vendor Space, two 10'x20' canopies, two 8' tables, 8 chairs, 8 VIP tickets, 16 GA tickets, 4 VIP parking passes

Gold \$10,000

Over 1,000,000 Impressions

Includes 10'x20' Vendor Space, one 10'x20' canopy, 8' table, 4 chairs, 6 VIP tickets, 10 GA tickets, 2 VIP parking passes

Silver \$7,500

Over 750,000 Impressions

Includes 10'x20' Vendor Space, one 10'x20' canopy, 8' table, 4 chairs, 4 VIP tickets, 6 GA tickets, 1 VIP parking pass

Vendor Space \$500-\$1000

Various Sizes, includes Power, 8' table, 4 chairs



CONTACTS



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