



NOLA MUSIC FESTIVAL

Sponsorship & Partnership Packages

SAT. JUNE 20, 2020

www.southnyomouth.com



ABOUT THE FESTIVAL



South N Yo Mouth exists as a locally based music festival whose mission is to promote a common element of Love for New Orleans music, food, and heritage. Inspired by the heritage of New Orleans family values and entertainment, provide what is known as, “Laissez les bons temps rouler,” New Orleans French motto, that inspires the community to come together to enjoy one another and socialize with family. The French motto means, “Let the good times roll!”

The festival will consist of one day of headlining entertainment in a beautiful 1,200 capacity park setting. Activities will include some of the best bands and DJ’s on the circuit, pop-up boutiques, beer and wine garnet, gourmet food court, kids zone play area and more.

THE SITE

North Park, strategically located in Riverside, CA a growing area in need of entertainment.

North Park is in the heart of Downtown Riverside in a non-residential area which is a plus on extended entertainment hours. This festival will bring entertainment as a social and cultural experience for the whole family.

The park capacity is 1,200 not including the surrounding area where the vendors, food and kids play zone will be located.

A perfect location for a full day outing!

TARGET DEMOGRAPHIC & MARKET



❖ Music Lovers in Riverside, CA the sounding cities in Inland Empire

- ✓ Riverside, CA has a population of 324,727 people with a median age of 31.8 and a median household income of \$63,548.
- ✓ The core target will be the age group of 30 to 50+, which coincides with the median age group of the population.
- ✓ The core target market makes up about 68.7% of the population.
- ✓ The core target also spends on average about \$75 to \$110 on entertainment per outing.

❖ Los Angeles county area residences that frequent live concerts

- ✓ This segment attends live concerts, typically at the local level.
- ✓ However, based on a Nielsen study Los Angeles county concert goer's travel on average 85.4 miles to entertainment.
- ✓ Also, 19% of them will pay to stay locally for convenience to the venue.
- ✓ This segment are more likely to shop with the vendors

❖ Other county area residence that frequent live concerts

- ✓ There are three other surrounding counties that will play a huge part in the target market growth over a period of time.
- ✓ San Bernardino County (SBC) has a population of 2.04 million people. The percent of people in SBC that fit the target age has an of average 6.8 percent discretionary funds to spend on entertainment annually. SBC is only 11.6 miles away from Riverside.
- ✓ Orange County (OC) has a population of 3.1 million people. The percentage of people that fit the target age group has on average 44.2 percent discretionary funds to spend on entertainment annually.
- ✓ San Diego County has a population 3.2 million people and is about 98.7 miles away from Riverside. The percentage of people that fit the target age group have on average 39.8 percent discretionary funds to spend on entertainment annually



TICKETS & HOSPITALITY



- ❖ Complimentary tickets within your sponsorship package
- ❖ Meet & Greets with select artists
- ❖ The opportunity to purchase tickets at a reduced price for your employees, clients, etc.
- ❖ Sponsors preferred seating
- ❖ Private VIP booth depending on your sponsorship level
- ❖ Booth Space for your business or organization for promotion & sales

INTEGRATED MARKETING ASSETS

- ❖ Active social media
- ❖ Event Exposure and Consumer Engagement
- ❖ Promotional Extensions
- ❖ Unique Content
- ❖ Tickets & Hospitality
- ❖ Radio Coverage and Interview Opportunities
- ❖ Gorilla marketing tactics including Billboards (based on sponsorship level)

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



As a first year festival, we are inviting you to join us in building this festival from the ground up. We are looking to align with local and national businesses who are looking to find a new way of getting their brand out there. Aligning with South N Yo Mouth is a way to see maximum exposure and create a long term partnership. Our goal is to create a tailored sponsorship opportunity that will allow each brand to see benefits and enhance each brand to consumer awareness.

In addition to our sponsorship tiers, we are also offering a wide range of additional sustainable partnership opportunities including:

- ❖ Hotel Partner
- ❖ Airline Partner
- ❖ Financial Services Partner
- ❖ Beer Partner
- ❖ Wine Partner
- ❖ Transportation Partner
- ❖ Energy Drink Partner
- ❖ Water Partner
- ❖ Soft Drink Partner

All partnerships can be customizable to each brand



SPONSORSHIP TIERS



GUMBO PACKAGE (TITLE SPONSOR) - \$20,000 INVESTMENT

Official name brand sponsor of the event. This is a uniquely customized sponsorship and brand opportunity for two companies only. This is a uniquely customized sponsorship and brand opportunity. See Sponsor Tiers Detail sheet for full benefits. Please inquire with us to find out more about how to become our name sponsor.

JAZZ PACKAGE (PLATINUM SPONSOR) - \$10,000 INVESTMENT

Exclusivity of Product on Site (10X10 booth space)

Media Presence: Online, social platforms, print, etc.

Select onsite branding

- ❖ Logo placement and venue signage onsite
- ❖ Select Artist meet & greet access
- ❖ 6 Backstage/VIP Food & Drink passes
- ❖ 8 Event passes
- ❖ 8 Kid Zone passes
- ❖ And much more...

See Sponsor Tiers Detail sheet for full benefits.

SPONSORSHIP TIERS, CONT.



SECOND LINE PACKAGE (GOLD SPONSOR) - \$5,000 INVESTMENT

Exclusivity of Product on Site (10X10 booth space)

Media Presence: Online & social platforms

Select onsite branding

- ❖ Logo placement on festival schedule
- ❖ Select Artist meet & greet access
- ❖ 2 Backstage/VIP Food & Drink passes
- ❖ 6 Event passes
- ❖ 6 Kid Zone passes
- ❖ And much more...

See Sponsor Tiers Detail sheet for full benefits.

PO'BOY AND CRAWFISH PACKAGE (SILVER SPONSOR) - \$1,000 INVESTMENT

Media Presence: social platforms

Select onsite branding

- ❖ Logo placement festival schedule
- ❖ 4 Event passes
- ❖ 4 Kid Zone passes
- ❖ And much more...

See Sponsor Tiers Detail sheet for full benefits.

Sponsorship Tiers Detail

	Gumbo Package	Jazz Package	Second Line Package	Po’Boy & Crawfish Package
Availability	2	3	5	10
Investment	\$20,000	\$10,000	\$5,000	\$1,000
Attendee Brand Interaction Campaign Custom Development w/ Agency (Festival or Kids Zone)	X			
<u>Pre-event Visibility</u>				
“Presented by” Rights on all Advertising	X			
Homepage Active Link	X	X	X	
All printed Materials	X	X		
Mentions on Social Media	X	X	X	X
Inclusion in radio spots/promo	X			
<u>Event Visibility</u>				
Logo on Welcome Banner	X			
Logo on Stage Banner (top)	X			
Logo on Stage Banner (sides)	X	X		
Logo on All Event Signage	X	X		
Logo on Admission Waistbands	X			
Logo on Festival Schedule	X	X	X	X
10X10 Booth (inside park if wine or beer vendor)	X	X	X	
Mentions by MC/DJ’s During Event	X	X	X	X
<u>Additional Passes/Tickets</u>				
Back Stage Passes/VIP Food & Drink	6	4	2	
General Admission Passes	10	8	6	4
Kids Zone Passes	10	8	6	4
<u>Post Event Visibility</u>				
Band and Interactive Images/video on website (attendees w/ your products)	X	X		
Mentions and images/video on social media	X	X	X	X

“LET THE GOOD TIMES ROLL!”

To become a sponsor or partner contact us at:

By email: nolaconnections@gmail.com

By web: www.southnyomouth.com

Event information:

South N Yo Mouth – NOLA Music Festival

North Park – Riverside

3172 7th Street

Riverside, CA 92507

Date: June 20, 2020

Event Time: 10:00a to 11:00p

We are excited to have you as a part of our team!





OUR MISSION

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