



2024 Sponsorship Opportunities - Refugia Festival-Ann Arbor (RF-A2)

About Refugia Festival (April 20-21, 2024)

- Two-day festival advocating for environmental conservation and preservation through the sense of sound
- Primary offerings: music performances, educational programming, community service
- Additional offerings: sound installations, interactive performances, local food vendors, building community

We believe that...

- ...human music can respect and be in service to our natural ecosystems
- ...local action leads to global impact
- ...long-term preservation begins with community education
- ...both music and environmental conservation are for everyone

We believe in...

- ...awareness of our natural surroundings
- ...attention to our environmental impact
- ...preserving natural beauty within our surrounding soundscapes and ecosystem

RF-A2 Sponsorship Opportunities

We are looking for sponsors who align with Refugia Festival's mission and core values. We offer various sponsorship levels with benefits increasing as the level of sponsorship increases. Regardless of the sponsorship level, we will be pleased to work with you in creating a sponsorship campaign designed to meet your company's unique marketing objectives. Customized sponsorship packages may also be considered at your request.

April 20-21, 2024 // Nichols Arboretum // Ann Arbor, Michigan

www.refugiafestival.com



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RF-A2 SPONSORSHIP LEVELS

Sandhill (\$10,000)

- Your business will receive top billing on all festival marketing and promotional materials (including through our website, ticketing site, and social media channels)
- Your business logo will be permanently displayed on the Main Stage and throughout the festival
- The festival will be advertised as “Refugia Festival-Ann Arbor, sponsored by (company name)”
- Your business sponsors one artist and one educator’s fees, including festival hospitality for RF-A2
- A member of your company may speak at the opening festival remarks about the importance of environmental conservation and how your company is embracing conservation efforts
- 4 free weekend passes for your company’s team to attend RF-A2
- Demonstrates social responsibility of business and environmental conservation
- Boosts awareness and visibility of your business in the community

Heron (\$5,000)

- Your business will sponsor the Welcome Tent, with your business logo prominently displayed, as well as one artist and one educator’s fees and RF-A2 hospitality
- Your logo will be featured on our list of sponsors on our website and prominent on all festival marketing materials, including social media channels
- Your business name will be mentioned in our opening festival remarks as a leading sponsor of RF-A2. Your business will also be mentioned as the artist’s and educator’s sponsor when they are introduced
- 3 free weekend passes for your company’s team to attend RF-A2
- Demonstrates social responsibility of business and environmental conservation
- Boosts awareness and visibility of your business in the community

Mallard (\$2,500)

- Your business sponsors a tent and one artist for RF-A2
- Your business logo will be prominently displayed on the tent
- Your logo will be featured on our list of sponsors on our website and all festival marketing materials
- Your business will be mentioned in the opening festival remarks as a supporting sponsor of RF-A2. Your business will also be mentioned as the artist’s sponsor when they are introduced
- 2 free weekend passes for your company’s team to attend RF-A2
- Demonstrates social responsibility of business and environmental conservation
- Boosts awareness and visibility of your business in the community

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RF-A2 SPONSORSHIP LEVELS (continued)

Robin (\$1,000)

- Your business sponsors one artist and one educator's fees, including festival hospitality for RF-A2
- Your business will be mentioned as the artist's and educator's sponsor when they are introduced
- Your business logo will be featured near the Main Stage when your sponsored artists and educators are presenting
- Your logo will be featured on our list of sponsors on our website and all festival marketing materials
- 2 free weekend passes for your company's team to attend RF-A2
- Demonstrates social responsibility of business and environmental conservation
- Boosts awareness and visibility of your business in the community

Sparrow (\$500)

- Your business sponsors one artist's fee and festival hospitality for RF-A2
- Your business will be mentioned as the artist's sponsor when the artist is introduced
- Your business logo will be featured near the Main Stage when your sponsored artist is presenting
- Your logo will be featured on our list of sponsors on our website and all festival marketing materials
- 1 free weekend pass for a member of your company's team to attend RF-A2
- Demonstrates social responsibility of business and environmental conservation
- Boosts awareness and visibility of your business in the community

For more information on how you can sponsor Refugia Festival, please contact:

Alexis C. Lamb - Founder, CEO, Artistic Director
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(303) 472-6499

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Custom Sponsorships

We would be happy to work with you to create a custom sponsorship that meets your company's needs as well as supports RF-A2. Your company's unique marketing objectives could lead to sponsoring any of the following needs:

Main locations at RF-A2:

- Main Stage (performances and education workshops)
- Welcome/Merch/Additional Activities (guided sound walks, poetry/rhythm activities, music-making center, also includes ticketing, schedules, merch, etc.)

Available tents at RF-A2:

- Sound Installation Tent
- Food Vendors Tent
- Volunteer/Security Tent
- Green Room Tent
- 1 Additional Ticketing Tent

What will RF-A2 need:

- Water bottle filling station
- Solar generator/Inverter
- Porta-Potties (at least 2 regular and 1 ADA compliant)
- Eco-friendly merchandise (t-shirts, stickers, etc.)
- Eco-friendly volunteer t-shirts
- Eco-friendly marketing materials
- Hotel rooms for out-of-town artists/educators
- Green room food/drinks for artists and educators
- Hospitality food/drinks for volunteers/RF staff/security
- Additional funding for artist and educator support
- Videography/photography

Other Sponsorship Opportunities:

- Individual artist sponsorships
- Individual educator sponsorships
- Community service sponsors
- Volunteers

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