

# **CLUSTER FUNK MUSIC & ARTS FESTIVAL**



## **2020 Event Sponsorship Guidelines**

## **Who We Are**

We are Cluster Funk Music and Arts Festival, owned and operated by Guerrilla Graphics Design Agency. Local to the Polk County area, our festival home is located in the beautiful Jester Park Amphitheater in Granger, Iowa. Our first year consisted of local artist vendors such as Visionary Voyager, Relax Naturally, and Dwarven Workshop. Food and beer vendors such as Asian Mission Food, Karam's Grill, and Outside Scoop. As well as Musicians and performers such as Lav.ish, Sid Juwarker, and Cody Vils. This volunteer-powered event is in our second year, we are expecting to triple the number of people attending the festival based on the reactions and responses from our social media channels, website, and first-year event.

## **Investing In Community**

The Cluster Funk Music and Arts Festival's mission is to expose new and upcoming musicians, artists, and vendors to the local Des Moines area with a non-genre specific, entirely local, music festival event. We provide free promotions and advertisements for every performance and vendor involved who normally wouldn't be able to afford or compete against the bigger brands or performances. Consisting entirely of local musicians, we want to allow these musicians stage time to expand their social audience, allow for free promotions, and increase their local following in this music festival environment. By creating free social media ads for these musicians and vendors, we helped to increase their local branding, expose them to new target markets, and help with their overall appearance within the community.

## **Differentiation**

Cluster Funk Music and Arts Festival differentiates from other music festivals such as 80/35 or 515 Alive in that those festivals are primarily genre-specific events and features nationally and/or globally renowned acts with minimal additions of local artists and performances. Cluster Funk is entirely for the underdogs; to help them compete against these widely known acts, vendors, and performances in a community festival environment. We provide free advertisements for all our vendors, artists, musicians, and performances to help them gain exposure and increase their following within the community. Cluster Funk is here to promote for everyone involved, not the other way around. The experience and exposure provided by the Cluster Funk Music and Arts Festival help these underdog performers and vendors be well prepared when asked to perform or vend at events such as 80/35 and 515 Alive.

## **Cluster Funk Event Info**

The 2019 Cluster Funk Music and Arts Festival had a total of 100 attendees in our first year. 15 performances; including rappers, DJs, bands, solo artists, and comedians. 10 vendors; including beer, food, art, and clothing. All of these vendors and artists were promoted and advertised for free by Guerrilla Graphics. The first year also included a blacklight after-party at The Des Moines Social Club for performers and attendees to meet each other. We were able to support a wide and contrasting community audience within the limited time frame of the festival. Our first year was ultimately a success.

## **Why Sponsor Our Event?**

Your support will provide exposure and funding to new and upcoming musicians, artists, and vendors directly from Iowa. Your brand/business will be well-recognized during the Cluster Funk festival with promotional items and advertisements including but not limited to: website promotions, social media promotions, and street advertisements. Your support helps these musicians, artists, and vendors improve their following and local recognition within our community.

**Join Cluster Funk** to show your support for local Iowa musicians and artists.

**Give Back** to the music and arts community and help to highlight emerging artists from Iowa.

**Increase** your brand/business recognition and social following within your community.

**Listen** and enjoy the sweet sound of original Iowa Music because of your contributions.

## **What we Have to Offer Sponsors**

For our sponsors, we are offering: tickets to the festival, your business or brand's logo placement on our posters and promotional materials (Including but not limited to; Buttons, T-shirts, Banners, Handouts, Flyers, Web and Social Media Promotions), and a vendor plot (If desired). We want to make sure that your business or brand is well seen at the festival so we will also distribute your handouts or flyers. Cluster Funk Music and Arts Festival is here to support our community and local musicians, artists, vendors, and businesses in any and all ways we can.

## Sponsorship Opportunities

LEVEL	AMOUNT
TIER 1	\$100
TIER 2	\$200
TIER 3	\$300
TIER 4	\$400
TIER 5	\$500+

### TIER 5 SPONSOR—\$500+

Recognition as a TIER 5 Sponsor promoted throughout the event

***Name and Logo Recognition as Follows:***

Company Logo displayed on Cluster Funk Sponsorship Page+

Logo with direct link to company's website featured on Cluster Funk Sponsorship Page+

Recognition on all event-related promotional collateral including invitations, flyers and email

***On/Off Site Exposure:***

Opportunity to have one Sponsor banner displayed at the event\*

Posters displaying Logo at company and community-related locations

Recognition as Sponsor on event promotional material

Company Logo displayed on Cluster Funk 2020 T-shirt (back)

Full Promotional Video for company

On-stage recognition as Sponsor during event via one announcement

Certificate of Sponsorship Acknowledgment

Up to 50 GA Tickets

**TIER 4 SPONSOR—\$400**

Recognition as a TIER 4 Sponsor promoted throughout the event

***Name and Logo Recognition as Follows:***

Company Logo displayed on Cluster Funk Sponsorship Page+

Logo with direct link to company’s website featured on Cluster Funk Sponsorship Page+

Recognition on all event-related promotional collateral including invitations, flyers and email

***On/Off Site Exposure:***

Posters displaying Logo at company and community-related locations

Recognition as Sponsor on event promotional material

Company Logo displayed on Cluster Funk 2020 T-shirt (back)

One 30 second Promotional Video for company

On-stage recognition as Sponsor during event via one announcement

Certificate of Sponsorship Acknowledgment

Up to 20 GA Tickets

**TIER 3 SPONSOR—\$300**

Recognition as a TIER 3 Sponsor promoted throughout the event

***Name and Logo Recognition as Follows:***

Company Logo displayed on Cluster Funk Sponsorship Page+

Logo with direct link to company’s website featured on Cluster Funk Sponsorship Page+

***On/Off Site Exposure:***

Company Logo displayed on Cluster Funk 2020 T-shirt (back)

Set of Promotional Photographs for company (24)

On-stage recognition as Sponsor during event via one announcement

Certificate of Sponsorship Acknowledgment

Up to 15 GA Tickets

**TIER 2 SPONSOR—\$200**

Recognition as a TIER 2 Sponsor promoted throughout the event

***Name and Logo Recognition as Follows:***

Company Logo displayed on Cluster Funk Sponsorship Page+

***On/Off Site Exposure:***

Half Set of Promotional Photographs for company (12)

On-stage recognition as Sponsor during event via one announcement

Certificate of Sponsorship Acknowledgment

Up to 10 GA Tickets

**TIER 1 SPONSOR—\$100**

Recognition as a TIER 1 Sponsor promoted throughout the event

***Name and Logo Recognition as Follows:***

Company name displayed on Cluster Funk Sponsorship Page+

***On/Off Site Exposure:***

Certificate of Sponsorship Acknowledgment

Up to 5 GA Tickets

*Recognition and benefits outlined above is at the discretion of the local Volunteer Event Organizer to implement to the extent of their local resources and capabilities.*

(+) Logo recognition on the website is not delineated by sponsor level.

(\*) These benefits will be delivered to the sponsor at their own expense

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