



Big Turn Music Fest Sponsorship

Red Wing, MN
Friday, February 14 and
Saturday, February 15, 2024



About the Festival



What is the Big Turn Music Fest?

The Big Turn Music Festival is a multi-day, multi-genre music festival that takes place in the heart of downtown Red Wing. In the dead of winter, sixteen venues spanning churches, boutiques, and restaurants open their doors to thousands of attendees, creating a choose-your-own-adventure music experience you won't want to miss.

With hundreds of artists and thousands of attendees filling the downtown streets, the festival serves as a superb marketing channel for local businesses to get in front of attendees from nearby and those traveling in from out of state.

By sponsoring the festival in its eighth year, you are directly supporting the ability to create an incredible experience for these attendees, supporting local artists and musicians, and fostering community.

Mission Statement

Experience Red Wing Through Music

Impact and Audience

What is the impact?

Since the festival's inception in 2018, the festival has grown in attendance, venues, and bands. Through steady growth in the first few years, despite a blizzard (2019) and COVID, the festival has been attended by thousands. For the festival's sixth year, it is slated to **bring in over 2,100 excited attendees, 500 musicians, and over 150 volunteers** with the return of the full-scale festival model.

Ticket Sales

- **2018:** Over 1,250 tickets sold
- **2019:** Over 1,300 despite a blizzard
- **2020:** 1,750 tickets sold
- **2022:** Smaller 2-night concert event
- **2023:** 1,900 tickets sold
- **2024:** 1,800 tickets sold

During the event, local businesses see significant increases in foot traffic and sales in mid-February. Sponsoring the festival allows you to connect with this highly engaged audience and be associated with one of the region's biggest economic catalysts in the dead of winter.

Who attends?

Attendees are focused on the local river region from towns including, Red Wing, Hastings, Lake City, Minneapolis, St. Paul, Winona, Eau Claire, Madison and Milwaukee, along with fans as far as Texas, Arizona, and other states.

Big Turn attendees vary in age, from young music fans of 21-29 up, to those in their mid-thirties leaving the kids at home for the weekend, all the way to those 60 and older spending their night on the town. Our estimate is attendees skew about 60% male and 40% female. Most attendees go in small groups and also meet new friends along the way.

Those traveling from outside the region often make the trip for the weekend, staying in local hotels and dining at local restaurants and patronizing shops.

Sponsorship Tiers



PFD
\$250



Buoy
\$450



Barge
\$750



**Bridge
Builder**
\$1,500



**Buoy
Beacon**
\$2500
Media Partnership



**River
Captain**
\$3000

Sponsor Offerings

By sponsoring the Big Turn Music Fest in its sixth year, you are helping the festival become more sustainable and retain the ability to build a one-of-a-kind experience for both local community members and visitors from surrounding areas to the Red Wing for years to come. You are supporting local musicians, creativity and a wonderful community-building experience that thousands of people enjoy every year.

Big Turn Music Fest Website + the quick glance (digital & print)

The BigTurnMusicFest.com is the one-stop-shop information hub for the festival and is desktop/mobile friendly. NEW this year is a more interactive site featuring all artist bio information and lineup schedules by venue, new detailed venue pages, and additional advertising opportunities.

Quick Glance (digital & print)

Have your business logo on the more than 2500 BTMF printed Quick Glance and digital festival guide

Social Media

Pending sponsorship tier, your logo and/or business name will be woven into the Big Turn social media channels through a group sponsorship thank-you, or a dedicated CTA (call-to-action) post or inclusion within the Facebook event.

Email Sends

Inclusion of business logo or "This email is brought to you by ..." messaging within email copy. This could include a special offer exclusively for BTMF attendees or bands, a graphic/photo, or a note about a special business initiative.

Onsite Signage

Sponsor-branded signage placed throughout the venues or streets.

Sponsorship Packages

PFD

Best for: Those looking to support in a small way

Digital Benefits:

- Business name on Big Turn website Sponsors section

\$250

Buoy

Best for: Those looking to get their name out to attendees

Digital Benefits:

- Small business logo on Big Turn website Sponsors section with link to your preferred site (FB, website, etc)
- Business name include on website in "Things to do in RW" blog post

\$450

Big Turn Believer

Whatever you choose to support because you believe in the festival's mission

Any value

Sponsorship Packages

Barge

Best for those looking to bring in additional foot-traffic to their business during the festival weekend

Digital Benefits:

- Small business logo on Big Turn website Sponsors page with link to your preferred site (FB, website, etc)
- (1) business name mention on social media
- Business name and overview writeup mentioned on website in "Things to do in Red Wing" blog post; ability to include special offer for the weekend

In Person Benefits:

- Business name on quick glance (both print & digital)

\$750

Bridge Builder

Best for those looking to make the biggest impact online

Digital Benefits

- Large business logo on Big Turn website Sponsors page with link to your preferred site (FB, website, etc)
- Business name mentioned on website "Things to do in RW"
- (1) sponsored email send to the Big Turn email list
- Logo included on BTMF 2023 recap video reel
- (2) business name mentions on social media including 1 dedicated thank you or CTA post
- Business logo inclusion in Facebook Event
- Business name and overview writeup mentioned on website in the "Things to do in Red Wing" blog post; ability to include special offer for the weekend

In Person Benefits

- (4) 2-day festival passes (over \$350 value)
- On stage shoutouts
- Business name on quick glance (both print & digital)

\$1,500

Buoy Beacon

For our media partners looking for impact both online and in-person.

Digital Benefits:

- Large business logo on Big Turn website Media Partners section with link to your preferred site (FB, website, etc)
- Large business logo on Big Turn website footer section (visible on all pages)
- (1) sponsored email send to the Big Turn email list
- (2) business name mentions on social media including 1 dedicated thank you or CTA post
- Business name inclusion in Facebook Event as an official Media Sponsor

In Person Benefits:

- (8) total 2-day festival passes
 - (4) 2-day Media passes
 - (4) 2-day festival general admission passes (Over \$350 value)
- On stage shoutouts
- Option between large sponsor banner placement in a high visibility location to be determined by BTMF staff or a small physical footprint at the event
- Business name on quick glance (both print & digital)

\$2,500

River Captain

Best for those looking for the most impact in-person and online, or those looking to entertain key clients or supporters.

Digital Benefits:

- Large business logo on Big Turn website Sponsors page with link to your preferred site (FB, website, etc)
- Large business logo on Big Turn website footer section (visible on all pages)
- (1) sponsored email send to the Big Turn email list
- Logo included on BTMF 2023 recap video reel
- (3) business name mentions on social media including 1 dedicated thank you or CTA post
- Business logo inclusion in Facebook Event

In Person Benefits:

- (8) 2-day festival passes (Over \$700 value)
- On stage shoutouts
- Large sponsor banner placement in a high visibility location to be determined by BTMF staff
- Business name on quick glance (both print & digital)
- Logo or product inclusion in artist welcome bags

\$3,000

Additional Sponsorship Opportunities

Artist Welcome Bags

Contribute a product or giftcard offering to be included within all 200+ band welcome bags.

Pre-Event FB/IG Live Event Sponsor

Get your name out there by sponsoring a pre-event Live stream with BTMF artist(s).

Green Room Sponsor

Provide offerings of refreshment or design within the Hub and/or Green Room spaces.

Weekend Getaway Gifting Package

Sponsor a giveaway for a weekend in Red Wing – giftcards, hotel stay, meals and more. Or sponsor just a portion of this weekend giveaway!

Food or Beverage Sponsor

Contribute to the event through Food or Beverage provided to the bands or Big Turn staff.

Big Turn Believer

Whatever you choose to support because you believe in the festival's mission



Interested?

We'd love to hear from you! Reach out to discuss an existing package, or to curate a unique sponsorship offering that meets your goals.

Contact

Big Turn Sponsorship

Website bigturnmusicfest.com

Email bigturnredwing@gmail.com