

CULTURE REGGAE FESTIVAL



Event Sponsorship Proposal 2025



Worumbo Riverfront Event Center
1 Canal Street, Lisbon Falls, ME
August 2, 2025

Culture Reggae Festival is a celebration of Reggae music and its distinctive culture.

Our family fun event will be in the heart of Lisbon Falls, Maine and will attract Reggae music lovers from across the state.

From the multi-talented performers that grace our stage to the array of diverse food options, kids' activities, and more; Culture Reggae Festival is easily considered as a premier event for families and friends to celebrate their love for Reggae music.

Culture Reggae Festival will provide your brand with a unique platform that has exceptional marketing outreach and media coverage. By sponsoring our festival, we will work together to achieve your brand's goals.

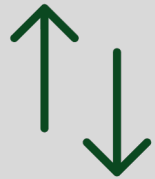
The town of Lisbon is situated on the beautiful Androscoggin River in Central Maine. Lisbon is a quaint community featuring amazing dining, unique shopping, and year-round recreational opportunities. In 2022, the town council voted to transition the former Worumbo Mill site into an event venue and community recreation site. The site offers a magnificent view of the falls and is the perfect backdrop for the annual Culture Reggae Festival.



Sponsorship Benefits

INCREASE BRAND VISIBILITY

Sponsoring our festival puts your brand visuals in front of a large and diverse audience of attendees. The press and social media mentions your brand will be exposed to before, during, and after the event day will increase your brand's awareness tremendously.



CONSUMER PERCEPTION

Customers form positive opinions about your brand when your business is tied to high-profile events. Customers will assume your business is reliable and reputable after sponsoring an event. **63%** of consumers are more likely to buy products after exposure to a branded event marketing experience.



RETURN ON INVESTMENT

We will work with you and your brand to establish the metrics you are looking to accomplish during our partnership. Culture Reggae Festival will ensure there is a long-term solution in place to leverage your investment both during and after the festival.



USER-GENERATED CONTENT

59% of our festival goers are between the ages of 24-48 and are active on social media. This gives your brand a lot of content to repost during and after our festival. Since user-generated content has a greater impact on customers, your brand should gain some new followers and admirers.

Media Reach

The following marketing media channels will be used to increase your brand or company awareness before and during the event.



SOCIAL MEDIA

Exposure to over **20k** followers via multiple social media channels



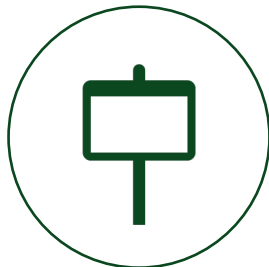
RADIO ADVERTISING

Campaigns organized across local and metropolitan radio stations



FLYERS AND POSTERS

Recognition as a sponsor on over **10k** flyers and **250** posters across the state of Maine



SIGNS AND BANNERS

Distributed near event locations and surrounding areas for awareness



PRESS RELEASES

Brand or company to be featured in pre and post event press releases

Sponsorship Levels

TITLE SPONSOR

\$20K

- "Your Company Name" presents the Culture Reggae Festival
- All radio ads (4 spots per day on various stations) featuring your brand or company
- Logo placement via social media, ads, flyers, event apparel and signage
- Brand or company exposure to over 20k social media followers
- Brand or company mentioned in pre and post event press releases
- Brand or company mentioned by host throughout the event
- 10 VIP premium passes
- 4 signs, 2 digital screens, and banners during the event
- Tent (10x10) to promote or sell products and services
- 3 minutes on stage segment/presentation
- Additional brand exposure can be discussed

- Recognition as a sponsor on over 10k flyers and other print materials
- Radio ads (3 spots per day on various stations)
- Logo placement via social media, ads, flyers, event apparel and signage
- Brand or company exposure to over 20k social media followers
- Brand or company mentioned in pre and post event press releases
- Brand or company mentioned by host throughout the event
- 5 VIP premium passes
- 2 signs, digital screens, and banners during the event
- Tent (10x10) to promote or sell products and services
- 2 minutes on stage segment/presentation
- Additional brand exposure can be discussed

\$10K

ROOTS PACKAGE

Sponsorship Levels

ROCKSTEADY PACKAGE

\$5K

- Recognition as a sponsor on over 10k flyers and all print materials
- Logo placement via social media, ads, flyers, and event signage
- Brand or company exposure to over 20k social media followers
- Brand or company mentioned in pre and post event press releases
- Brand or company mentioned by host throughout the event
- 3 VIP premium passes
- 1 sign, digital screens, and banners during the event
- Tent (10x10) to promote or sell products and services
- 30 seconds on stage segment/presentation
- Additional brand exposure can be discussed

- Recognition as a sponsor on over 10k flyers and all print materials
- Logo placement via social media, ads, flyers, and event signage
- Brand or company exposure to over 20k social media followers
- Brand or company mentioned by host throughout the event
- 2 VIP premium passes
- 1 sign, digital screens, and banners during the event
- Additional brand exposure can be discussed

\$2K

LOVERS ROCK PACKAGE

Sponsorship Levels

SKA PACKAGE

\$500

- Recognition as a sponsor on over 10k flyers and all print materials
- Logo placement via social media, ads, flyers, and event signage
- Brand or company exposure to over 20k social media followers
- Brand or company mentioned by host throughout the event
- 5 general admission tickets
- Sign, digital screen, and banner during the event
- Additional brand exposure can be discussed



Package Comparison

TITLE SPONSOR \$50k	ROOTS \$25k	ROCKSTEADY \$10k	LOVERS ROCK \$5k	SKA \$2k
Festival Naming Rights				
Brand Exposure to 20k Social Media Followers	Brand Exposure to 20k Social Media Followers	Brand Exposure to 20k Social Media Followers	Brand Exposure to 20k Social Media Followers	Brand Exposure to 20k Social Media Followers
Radio Ads (4 spots per day on various radio stations)	Radio Ads (3 spots per day on various radio stations)			
Logo Placement on Event Apparel, Signage, Ads, and Flyers (10k)	Logo Placement on Event Apparel, Signage, Ads, and Flyers (10k)	Logo Placement on Event Apparel, Signage, Ads, and Flyers (10k)	Logo Placement on Event Signage, Ads, and Flyers (10k)	Logo Placement on Event, Signage, Ads, and Flyers (10k)
10 VIP Tickets	5 VIP Tickets	3 VIP Tickets	2 VIP Tickets	5 General Tickets
Brand Featured in Pre and Post Event Press Releases	Brand Featured in Pre and Post Event Press Releases	Brand Featured in Pre and Post Event Press Releases		
Brand mentioned by host throughout the event	Brand mentioned by host throughout the event	Brand mentioned by host throughout the event	Brand mentioned by host throughout the event	Brand mentioned by host throughout the event
Booth Space	Booth Space	Booth Space		
3 Minutes on Stage Presentation/Segment	2 Minutes on Stage Presentation/Segment	30 seconds on Stage Presentation/Segment		

Summary



We are confident that our diverse audience can provide new and impactful exposure for your brand. Face-to-face interaction is an incredibly powerful tool when it comes to obtaining new customers.

Due to the huge gathering our festival brings in annually, by partnering with our event we guarantee that your brand or company will not only reach a new audience but increase its market share.

Thank You



FESTIVAL CONTACT

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EVENT PRODUCER

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FESTIVAL WEBSITE

culturereggaefestival.com