



6th Annual

# FAR WEST FEST

Marin's Best Music Festival • July 16



Benefiting community radio and non-profit youth programs of West Marin



2011  
Sponsorship  
Package



# The Event of the Summer

The Festival is a day synonymous with community.

The Far West Fest, voted “Best Music Festival in Marin,” is the only one of its kind. In its sixth year, the music festival has enjoyed significant annual growth and evolution. Attendance is expected to be close to 2,000 in 2011.

## A World-class Music Event

The festival hosts two stages, offering a lineup of blues, country, rock, folk, experimental, bluegrass and world music, internationally touring acts and local favorites. Our exciting 2011 line-up will be announced in May. (See page 5 for a list of previous performers, vendors, partners and beneficiaries.)



## A Green Event

As in previous years, we are partnering with the Environmental Action Committee and Point Reyes Nation to make this a GREEN event with 100% recycling/zero-waste, carbon offset options, and no plastic packaging on site. Food vendors are local purveyors of organic, sustainable offerings including oysters, fresh produce, grass fed meats, and baked goods.

## A Family Friendly Event

In addition to music, the Far West Fest offers a supervised Kidz Zone that features interactive activities, healthful snacks, and kid-centric live music and storytellers. Clowns, jugglers, and other circus acts dot the landscape throughout the day. Dozens of regional arts and crafts vendors line the periphery, and a Localization Zone, sponsored by “Think Local First” offers area nonprofits an opportunity to interface and share their mission with the community.





# Sponsorship Information

We are seeking support from businesses,  
organizations, and individuals.  
Suggested increments and benefits follow.

6th Annual Far West Fest  
Benefiting KWMR Community Radio and Home Base (Love Field)  
Youth Programs  
Saturday, July 16th, 2011 • 11:00 am- 7:30 pm  
Love Field, Point Reyes Station, California 94956

## Far West Fest Features and Opportunities:

The Far West Fest is one of the best-known, best-attended events in the region. We provide a unique day of community interaction that enables sponsors to bring their message and brand to the attention of thousands of consumers and residents of West Marin and beyond. The Far West Fest supports artists, business partners, community groups, fans, and families. Our festival is a celebration of music, art, and local food, benefiting KWMR Community Radio, Nonprofit Teen/ Youth programs of Stinson, Bolinas and Point Reyes, and the open space/ commons, and youth programs of Home Base (Love Field).

## Promotions

We actively promote our event in Marin, Petaluma, Sonoma, San Francisco, and the East Bay through print media, wide distribution of handbills and posters, radio, web and email promotions, and social media marketing.

## Beneficiaries and Partners:

KWMR Community Radio in partnership with numerous nonprofit organizations including: Love Field (home of Home Base NPO) The Environmental Action Committee (EAC), First 5 and Shoreline School Readiness (Kids Zone), Plastic-Free Point Reyes Nation, The Point Reyes Hostel, Waste Management, The Marin County Bicycle Association, The West Marin Citizen, The Coastal Health Alliance, Make It in West Marin (interactive workshops), The West Marin Lyons Club, Think Local First: West Marin, The West Marin Chamber of Commerce, SEVA and The Dance Palace Community Center.

Please consider sponsorship of our community event.



# Sponsorship Donation Levels

All donations are gratefully accepted. In addition to necessary financial support, we are seeking a variety of in-kind contributions and partnerships.

## **Far West Angel**

Contributions of \$7,500 - \$15,000 entitles supporter to:

- Weekly underwriting announcement (FCC Compliant) on KWMR radio (6 months)
- Logo/name included in social networking, print, web/email and radio promotions
  - Logo on website (event page-1 year)
  - Logo on FWF event flyers and handbill
  - Logo on one KWMR E-Newsletter
  - Multiple listings on festival E-Newsletter
- Signage/banner on main stage (day of event)
- Signage/banner visible at Love Field (week before and week after event)
- Acknowledgement mention from both stages (minimum 2 x per stage)
- 12 Festival passes and complimentary beverages
- On site parking (2 passes; parking is very limited)
- Backstage meet, greet and photos with performers of your choice
- Additional V.I.P. amenities

## **Far West Talent Sponsorship**

\$1,000-\$5,000

- Logo/name included in social networking, print, web/email and radio promotions
  - Logo on FWF website (event page-1 year)
  - Logo on event flyers and handbill
  - Logo on one KWMR E-Newsletter
  - Multiple listings on festival e-newsletter
- Signage/banner on main stage (day of event)
- 6-8 Festival passes and complimentary beverages
- Acknowledgement mention from both stages (2 x per stage)
- Backstage meet, greet and photos with performers of your choice
- Additional V.I.P. amenities

## **Far West Friend**

\$500-\$750

- Logo/ Message on FWF website (event page-1 year)
- Small Logo on Event Flyers and Handbills
- 4 Festival passes and complimentary beverages
- Acknowledgement Mention from 1 Stage

## **Far West Guest VIP**

\$250

- Logo/ Message on FWF website (event page-1 year)
- 2 Festival Passes and Complimentary Beverages



# Performers

We feature the best regional and touring bands on two stages.



Performers of years past:

Lyrics Born, Sean Hayes, Albino, Red Meat, The Green String Farm Band with Arann Harris, Chris Haugen and The Far West Fest All Stars, The Honey Dewdrops, The Mushrooms, The Mother Hips, Camper Van Beethoven, New Monsoon, Hot Buttered Rum, Sambada, Poor Man's Whiskey, Vinyl, Get Set Go!, HoneyDust, Jerry Hannan, The Wronglers, Larkin Gayl, Tim Cain, Pimps of Joytime, Sister Carol, Monophonics, El Radio Fantastique, Brindl & Friends, Nikki Bluhm Dgiin and Bobo Tempo.

