

PECAN STREET FESTIVAL



FESTIVAL 2023

PECAN
FEST
WIRED

May 6th & 7th
Sep. 16th & 17th

OUR ONLINE PECAN FEST WIRED DOES NOT REPLACE THE TRADITIONAL FESTIVAL THAT AUSTIN HAS LOVED FOR DECADES. IT EXPANDS OUR OPPORTUNITIES TO PROCURE INTERNATIONAL CULTURAL EXCHANGE, TECH INTERESTS, AND ALLOWS OUR TRADITIONAL ARTISTS TO GAIN GLOBAL EXPOSURE AND INCREASE THEIR INTERNATIONAL MARKET REACH.

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THE PECAN STREET FESTIVAL IS A TWO-DAY ARTS FESTIVAL HELD IN DOWNTOWN AUSTIN'S SIXTH STREET HISTORIC DISTRICT ATTRACTS HUNDREDS OF LOCAL AND NATIONAL ARTISANS ARTISANS, MUSIC STAGES, HEALTHY CHOICE CULINARY OFFERINGS, THEATER, POETRY, DANCE, KID'S PROGRAMMING, AND AN ARRAY OF ENGAGING SPONSORSHIP ACTIVATIONS.

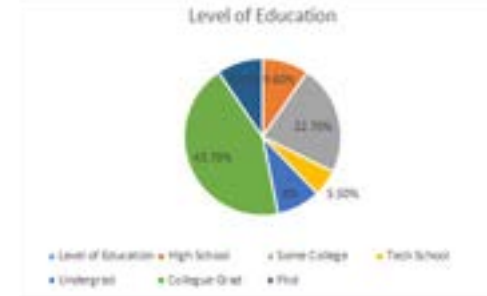
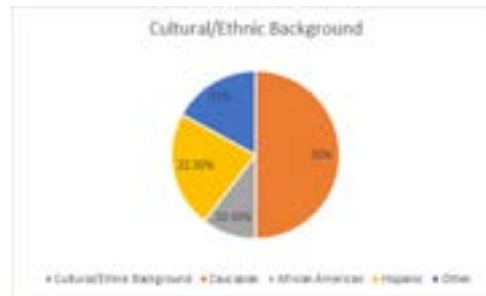
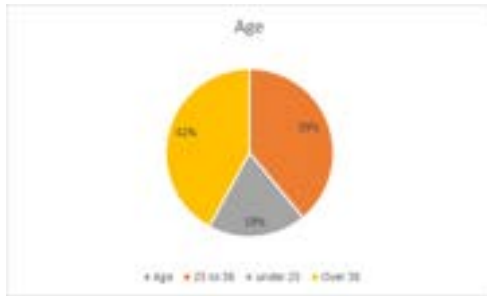
DEMOGRAPHICS

BRAND ACCEPTANCE/LOYALTY

73% of attendees indicate they are more likely to purchase and/or recommend festival sponsor brands over that of a non-sponsor.

ATTENDANCE PROFILE

75% of festival attendees categorize themselves as environmentally conscious, creative, arts driven, highly educated (college degree+), and tech savvy



BRAND PARTNERS



Title Partner at Pecan Fest

Wired: \$5,000

Partner of Austin and worldwide geniuses exhibiting and teaching master classes.

Features include kid skills learning activities

Partner at Pecan Fest

Wired: \$2,500

Over 100,000 views.

Your brand always in live link.



BRAND PARTNERS



Title Partner at Pecan Street Festival & Pecan Fest Wired: \$35,000



Media Recognition

Print Ad Campaign: Name in Festival Title with logo inclusion in 2 full-page, full-color ads in The Austin Chronicle. (191,480+ impressions per week)

Television: Name in Festival Title with logo inclusion in a minimum of 75 spots: 30-second spots running 2 weeks prior to the event on KVUE, Fox 7, KVNA, YNN, and Univision (Hispanic market).

Radio: Name in Festival Title minimum of 180 pre-recorded spots on Entercom stations, Talk Radio 1370 as well as KLBJ, and KGSR. Gift Certificate give-aways are conducted in additional radio stations such as Mix 94.7, Magic 95.5, Sun Radio, and KUTX.

Onsite Recognition

Booth: Size negotiable for onsite activations.

Street Team: Ability to activate brand ambassadors.

Stage Mentions: Name inclusion in emcee announcements on music stages.

Promotional Posters: Name in Festival Title with logo inclusion on festival posters.

Badges: Name in Festival Title with logo on VIP badges.

Digital Social Recognition

Online Entertainment & News Site: Name in Festival Title with logo inclusion on "page take-over" on Austin 360.com - Austin American Statesman's entertainment website (3.2M monthly page views, 700,000 unique visitors), and Do512 Family (Ad receives avg 41,623 impressions).

Website: Name in Festival Title with logo rotating on event masthead. **Sponsor page:** Logo including onsite activation promotional description and click thru to sponsor website.

Facebook: Dedicated posts 2 weeks prior to and during the event.

Twitter: Tweets 2 weeks prior to and during the event.

Instagram: Established posts during the festival.



Includes

EXCLUSIVITY

CATEGORY

BRAND PARTNERS



Partner at Pecan Street Festival & Pecan Fest Wired: \$30,000

Media Recognition

Print Ad Campaign: Logo inclusion in 2 full-page, full-color ads in Austin Chronicle. (191,480+ impressions per week).

Television: Logo inclusion in a minimum of 75 x 30-second spots running 2 weeks prior to the festival on KVUE, Fox 7, KVNA, YNN and Univision (Hispanic market).

Radio: Name inclusion in a minimum of 180 prerecorded or live spots on Entercom stations KLBJ, KGSR, and Sun Radio.

Onsite Recognition

Booth: Size negotiable for onsite activations.

Street Team: Ability to activate brand ambassadors.

Stage Mentions: Name inclusion in emcee announcements on music stages.

Promotional Posters: Name in Festival Title with logo inclusion on festival posters.

Badges: Name in Festival Title with logo on VIP badges.

Digital Social Recognition

Online Entertainment: Logo inclusion in "page take-over" on Austin 360.com - Austin American Statesman's entertainment website. (3.2M monthly pages views, 700,000 unique visitors)

Website: Logo, rotating on the masthead.

Sponsor page: Logo and onsite activation promotional description with click thru to sponsor website.

Facebook: Dedicated posts running 2 weeks prior to the event.

Twitter: Tweets running 2 weeks prior to and during the event.



BRAND PARTNERS



Booth Partner at Pecan Street Festival \$5,000 and up

Media Recognition

Print Ads: Logo inclusion in 2 full-page, full-color ads in Austin Chronicle. (191,480+ impressions per week)

Onsite Recognition

Booth: Placement dependent upon footprint and price point.

Street Team: Ability to activate brand ambassadors, dependent upon price point.

Digital Social Recognition

Online Entertainment: Logo inclusion in "page take-over" on Austin360.com - Austin American Statesman's entertainment website. (3.2M monthly page views, 700,000 unique visitors)

Website: Logo, rotating on the masthead.

Sponsor page: Logo and onsite activation promotional description with click thru to sponsor website.

Facebook: Dedicated posts running 2 weeks prior to the event.

Twitter: Tweets running 2 weeks prior to and during the event.





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Prefer a customized sponsorship? Contact us! We're happy to work with you to provide a fully customized package designed to meet your marketing objectives and budget. Your corporate sponsorship helps to keep Pecan Street Festival free!

Thank you.

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