

An aerial photograph of the Musikfest festival grounds in Bethlehem, PA. The scene is filled with festival-goers, tents, and various booths. A large, stylized, 3D logo for 'MUSIK FEST' is superimposed over the top center of the image. The logo is white with a black outline and a textured, metallic appearance. The festival grounds are paved and surrounded by green trees and hills in the background under a cloudy sky.

# MUSIK FEST

Exhibitor  
**Marketing Opportunities**  
**2023**

August 4-13, 2023 • Bethlehem, PA • [musikfest.org/sponsorship](https://musikfest.org/sponsorship)



# WELCOME TO MUSIKFEST

Each year, some of the most dynamic and successful corporations and businesses in the nation choose Musikfest as a destination for promoting their brand, launching new products and connecting with key constituents.

## THE BIGGEST AND THE BRIGHTEST

Musikfest is the nation's largest FREE music festival and features 500+ live performances of all musical styles by 400 performers on 15 stages; 14 of which are free. Genres include world, jazz, blues, country, folk, polka, rock, Latin, family, street performers, classical, cabaret and more. Musikfest also includes a children's area, crafts and visual arts. The festival has taken place each year since 1984.

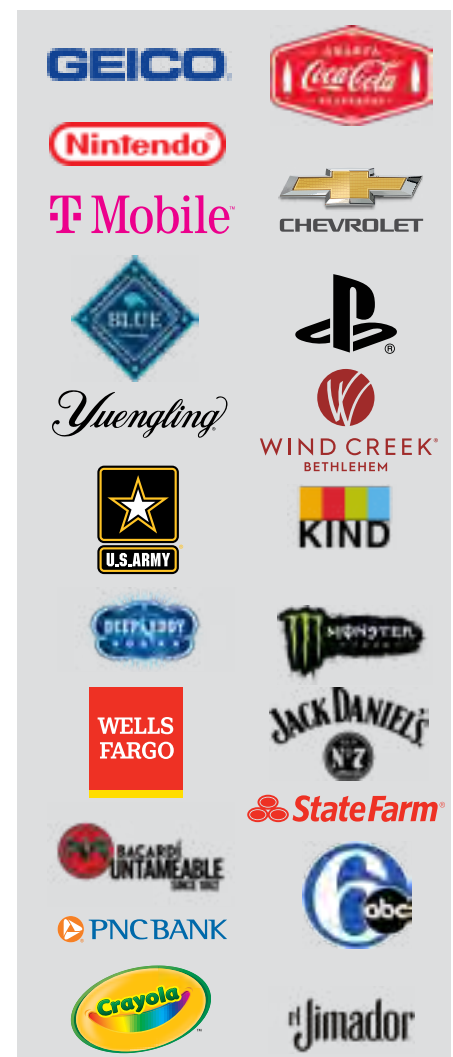
- The **LARGEST** free food and music festival in the US
- No matter your taste, there is something for everyone
- An entire town transforms itself to support the festival

## MUSIKFEST FUN FACTS

- Festival Set up: 12 days
- Festival Tear down: 4 days
- Bags of Ice used: 6,118
- Tables: 1,035
- Chairs: 6,046
- Port-O-Johns: 198
- Total Tents: 96
- Kids Crafts: 3,725
- Public Art: 1 Community Art Project at Familienplatz
- Exhibition: Musikfest Poster painting and Purple Series on view at the ArtsQuest Center
- Musikfest Mugs Sold: 35,008
- Cans of Beer: 29,587
- Kegs of Beer: 862
- Bottles of Liquor: 3,638
- Cans of Hard Seltzer: 7,092

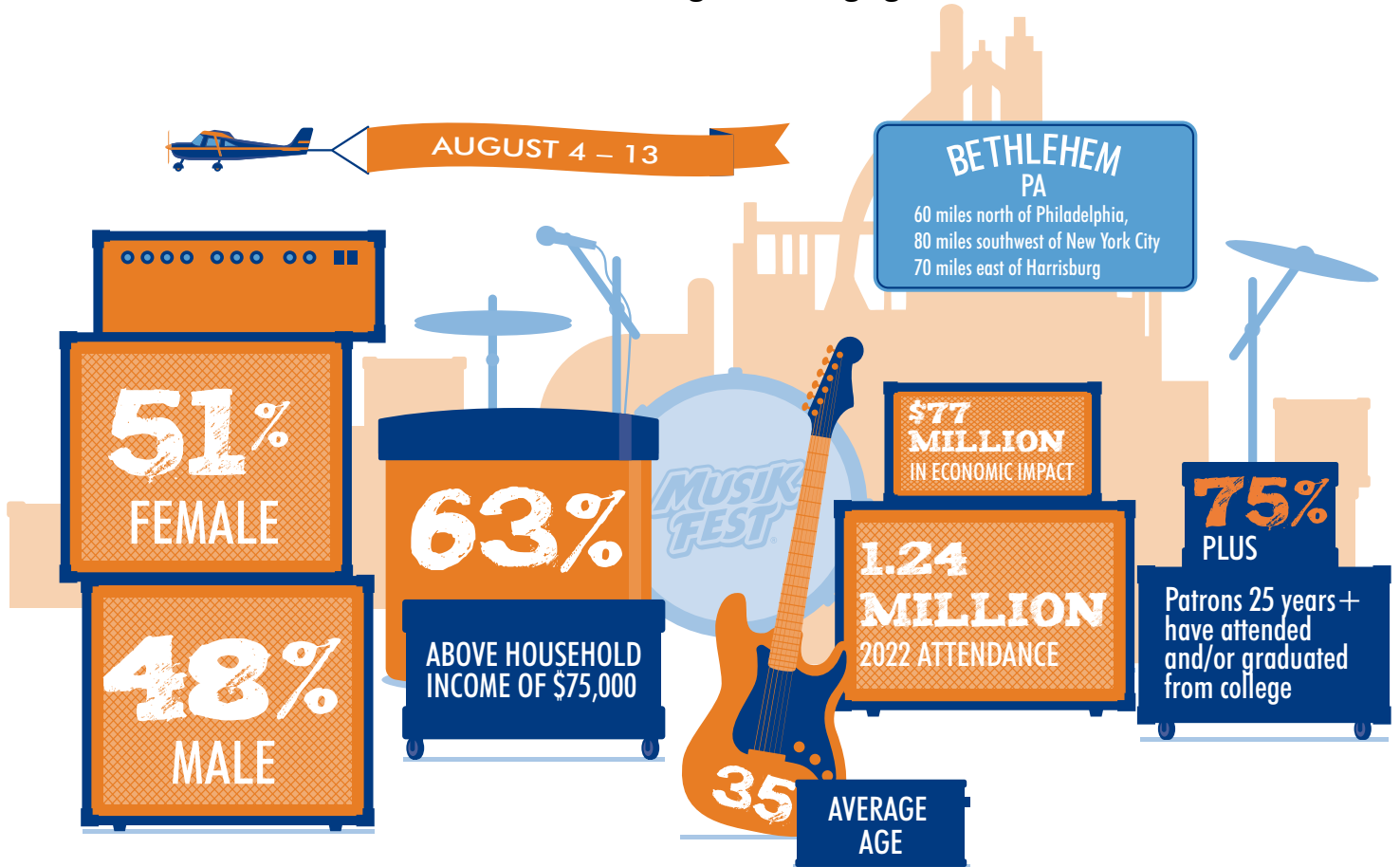
[musikfest.org/sponsorship](http://musikfest.org/sponsorship)

### Brands that love Musikfest!



# YOUR BRAND + YOUR AUDIENCE

Your customers are at Musikfest and waiting to be engaged



## ARTISTS WHO HAVE HEADLINED MUSIKFEST:

Willie Nelson

Maroon 5

Toby Keith

Ja Rule & Ashanti

Boston

Goo Goo Dolls

The Chainsmokers

Jerry Seinfeld

Snoop Dogg

Kesha

Disturbed

Brad Paisley

## 2023 MUSIKFEST HEADLINERS:

August 4 - AJR

August 6 - DAN + SHAY

August 9 - GOO GOO DOLLS WITH O.A.R.

**MORE TO BE ANNOUNCED!**

**ARTSQUEST**  
imagine that

Musikfest is presented by ArtsQuest™, a Bethlehem, PA-based nonprofit 501(c)(3) organization dedicated to presenting music, arts, festivals, cultural experiences and educational and outreach programs that aid in economic development, urban revitalization and community enrichment. Through festivals such as its flagship event, Musikfest®; the Banana Factory® cultural arts and education center; and the ArtsQuest Center and SteelStacks™ arts and cultural campus, ArtsQuest's programming reaches more than 1.8 million people annually.

# 2023 Exhibitor Marketing Opportunities

Square Footage	All 10 Days	Saturday/Sunday Only	Weekday
100	\$8,000	\$1,500	\$1,200
200	\$12,900	\$2,000	\$1,700
300	\$13,800	\$2,200	\$2,000
400	\$14,400	\$2,500	\$2,200
500	\$15,000	\$2,800	\$2,400
600	\$15,900	\$3,700	\$2,900

**ASK ABOUT OTHER GREAT BRANDING OPPORTUNITIES INCLUDING:**



**Musikfest Street Team**



**Day Sponsorships**



**Social Media Upgrades**



**For more information or to advertise, contact:**

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For more information, visit: [musikfest.org/sponsorship](https://musikfest.org/sponsorship)

 [youtube.com/ArtsQuestBethlehem](https://youtube.com/ArtsQuestBethlehem)