

An aerial photograph of the Musikfest festival grounds. A large, stylized, metallic-looking sign spelling 'MUSIK FEST' is the central focus. Below it, a large crowd of people is walking through the festival area. To the right, a white tent structure has a red banner that says 'WELLS FARGO' and 'Welcomes You To Musikfest'. In the foreground, there are several orange and white banners, some with the word 'TOUR' visible. The background shows trees and utility poles.

# MUSIK FEST

Exhibitor  
**Marketing Opportunities**  
**2019**

August 2nd-11th, 2019 • Bethlehem, PA • [musikfest.org/sponsorship](http://musikfest.org/sponsorship)



A photograph of a band performing on a stage at Musikfest. A man in a yellow suit is playing a keyboard on the left, while two other men play guitars on the right. The stage is lit with purple and blue lights, and a large 'MUSIKFEST' logo is visible in the background.

# 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 16 stages; 15 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 is such an impressive event, from the breathtaking backdrop of SteelStacks down to the detailed signage, the ArtsQuest team has thought of everything to ensure that visitors, volunteers and vendors alike will have an experience they'll never forget!"

—Dana Mensah, Field Marketing Manager - Philadelphia, KIND Snacks

"Musikfest was one of the best events we attended. ArtsQuest did a great job with the organization of all different activations, creating a great atmosphere and providing clients with relevant and fun insights. It was a pleasure working with ArtsQuest and we are looking forward to participating again."

—Karen Rombouts-Seuren, psLIVE - for the Wells Fargo Together Experience

### Brands that love Musikfest!

The GEICO logo, featuring the word "GEICO" in a bold, blue, sans-serif font.



The Nintendo logo, featuring the word "Nintendo" in a red, rounded, sans-serif font with a white outline.

The Bridgestone logo, featuring the word "BRIDGESTONE" in a bold, black, sans-serif font.



The Sahale logo, featuring the word "SAHALE" in a bold, black, sans-serif font.

The Kind logo, featuring the word "KIND" in a bold, black, sans-serif font.



The Jimador logo, featuring the word "Jimador" in a stylized, black, cursive font.



The Jack Daniel's logo, featuring the words "JACK DANIEL'S" in a black, serif font.



The State Farm logo, featuring the words "State Farm" in a red, sans-serif font.



The Bacardi logo, featuring the word "BACARDI" in a bold, black, sans-serif font.

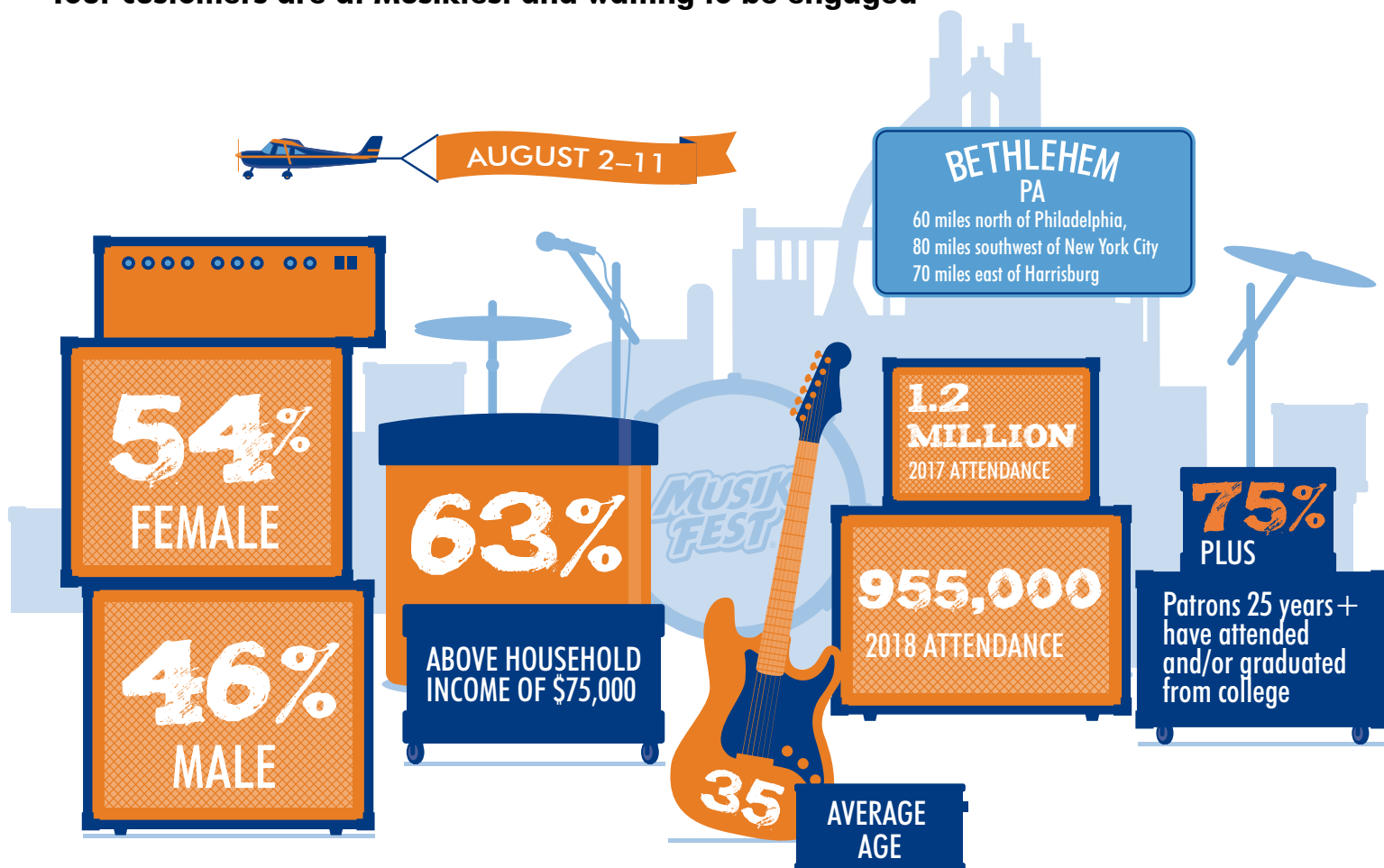
The Krave Jerky logo, featuring the word "KRAVE" in a bold, black, sans-serif font.

The PNC Bank logo, featuring the PNC logo (a stylized "P" inside a circle) followed by the words "PNC BANK" in a bold, black, sans-serif font.

The Whole Foods Market logo, featuring the words "WHOLE FOODS MARKET" in a green, sans-serif font.

# YOUR BRAND + YOUR AUDIENCE

Your customers are at Musikfest and waiting to be engaged



## Artists who have headlined Musikfest:

Keith Urban  
Maroon 5  
Toby Keith  
Santana  
Boston  
Chicago

Dierks Bentley  
Jerry Seinfeld  
Snoop Dogg  
Kesha  
The Avett Brothers  
ZZ Top

## 2019 Musikfest Headliners:

The Chainsmokers - August 2  
Steve Miller Band - August 3  
Lady Antebellum - August 4  
Train & Goo Goo Dolls - August 6  
Brad Paisley - August 11



**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 1.5 million people annually.



# 2019 Experiential Marketing Opportunities

Square Footage	All 10 Days	Saturday/Sunday Only	Weekday
100	\$7,500	\$1,250	\$1,000
200	\$12,500	\$1,800	\$1,500
400	\$14,000	\$2,250	\$2,000
600	\$15,500	\$3,500	\$2,750

## Upgrade packages

### "Musik" Package

- \$750 ticket allocation, can be used for contesting (coordinated and promoted by ArtsQuest)
- Additional Signage on-site
- The ability to utilize the Musikfest Street Team (the only individuals allowed to roam the festival)
- Full page ad in the Musikfest 2019 program book

**\$7,500**

### "Fest" Package

- \$350 ticket allocation, can be used for contesting (coordinated and promoted by ArtsQuest)
- Signage on-site
- Half page ad in the Musikfest 2019 Program Book

**\$5,000**

### Ask about other great branding opportunities including

- Sponsorship and Co-Sponsorship of a ticketed Sands Steel Stage performance
- Branded items such as performer towels, to give to all 500+ performers on our free and ticketed stages
- 30,000 + coupons in the popular Musikfest mugs

And More!



## For all "Philanthroship" opportunities and experiential marketing needs:

Nicole Dotta

Director of New Business Development

ndotta@artsquest.org

610-332-1334

Nicholas Michael

Business Development Manager

nmichael@artsquest.org

610-332-1339

Chris Kobela

Business Development Manager

ckobela@artsquest.org

610-332-1357

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

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