



BACKWOODS

AT MULBERRY MOUNTAIN

2024 SPONSORSHIP OPPORTUNITIES

BACKWOODS SPONSORSHIP PROPOSAL



About Backwoods at Mulberry Mountain

The producers are experienced music event organizers. We've planned and executed successful events and music festivals across the country, including:

- Owned and Operated Venue 578 in Orlando, Florida (now The Vanguard)
- Multi-day camping festival in Oklahoma
- Multi-day camping festival in Arkansas
- Inter-city festival in Florida
- Over 250 concerts in Florida

In this proposal, you'll discover the sponsorship opportunities for our upcoming edition of Backwoods at Mulberry Mountain.

Taking place June 7th - 9th, 2024 with a preparty June 6th and early arrival June 5th this year, the event has earned the reputation of showcasing some of the best bands and DJs in America. 2024 will be our 5th year at our home, Mulberry Mountain in the Ozarks of Arkansas. This opportunity provides 5 days to connect with attendees.

The beautiful landscape that surrounds the area allows for full camping amongst the trees and atop the mountain. The festival has grown immensely since its conception in 2008. Backwoods has evolved into a true music and art event destination, providing a welcoming atmosphere for people from every walk of life. Aside from the great music, attendees can take advantage of workshops, magical lighting, larger than life art installations, theatrical wandering performances, and a vast selection of food and shopping.

The event's producers, along with our volunteers and community, create a utopia of great music and activities for festival attendees. This year we will be celebrating our 13th year. In keeping with tradition, the festival will continue to evolve and will be better than the year before. We're adding new art installations and larger acts on the best festival venue in America.

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As a sponsor of Backwoods at Mulberry Mountain, your organization will realize tangible marketing benefits in return for your sponsorship investment, all while partnering with the premiere music festival in Arkansas.

Sponsorship Opportunities: We offer various sponsorship levels (see next page for full details), with benefits increasing as the level of sponsorship increase. Regardless of the sponsorship level, the festival's staff will be pleased to work with you in creating an intergrated sponsorship campaign designed to meet your organization's unique marketing objectives. We are here to customize the event experiences to jive with your brand.

High Visibility Promotion: Our intimate environment makes us the ideal partner in reaching specific demographics on a more personal level than organizations experience with other partnership endeavors. The producers of Backwoods embrace a partnership perspective when building your campaign. Your brand will be included and share exposure in our festival assets, media outreach, advertising, promotions, and public relations. The campaigns will be built in a way that provides a winning strategy to breath life and success into the framework of your sponsorship by sustaining outreach over time and throughout the year leading up to the festival.

We're Prosperous, Dynamic, and Growing: This year marks the 14th anniversary of our event, and the festival has experienced growth in every aspect of its operations, including ticket sales, attendance, corporate sponsorships and individual giving. 2024 attendance is projected at 25,000+. Backwoods provides an environment where brands can have deep and meaningful interactions with consumers through interaction if they choose. We also provide the opportunity to capture marketing and database information on our attendees for follow up campaigns if you choose. The festival environment has become one of the best places for brands to place themselves and connect with consumers. Festival-goers understand that events need partners, and so they expect to see and interact with sponsors.

PAST SPONSORS



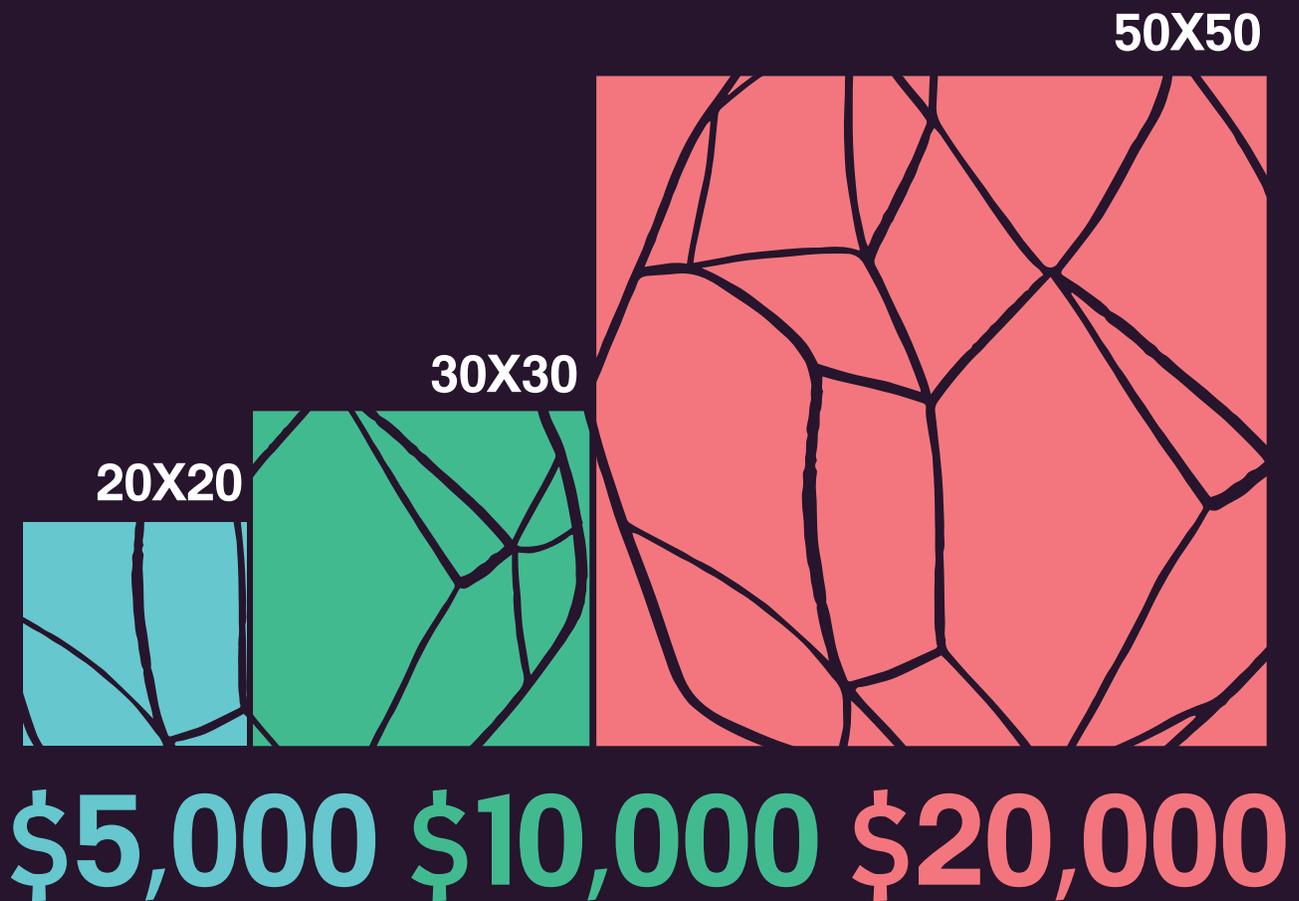
OPPORTUNITIES



REAL ESTATE OPPORTUNITIES

Real estate opportunities are selected areas within the festival with a specified footprint that allows sponsors to create custom activation areas.

Below is to reference footprint dimensions.



OPPORTUNITIES



FESTIVAL AREA OPPORTUNITIES

Festival area opportunities are areas within the festival that have the most eyes on them during the event compared to other areas. These are areas that mostly ALL attendees will spend time at during the weekend.

MAINSTAGE *NEW OPPORTUNITY*

BACKWOODS STAGE *NEW OPPORTUNITY*

YOGA MEDITATION AND WORKSHOP AREA

VIP VIEWING AREA

CAMPGROUNDS

SHOWERS

ATMS

CELL CHARGING STATIONS

SANITATION AND TRASH

ARTIST HOSPITALITY

BARS

Please feel free to ask any questions about these areas to see how we can create unique activations that festival goers will continue to talk about after the event.

DEMOGRAPHICS

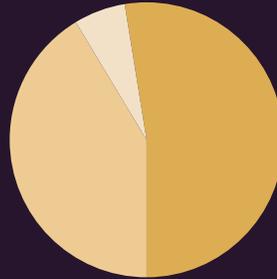


38%



62%

INCOME



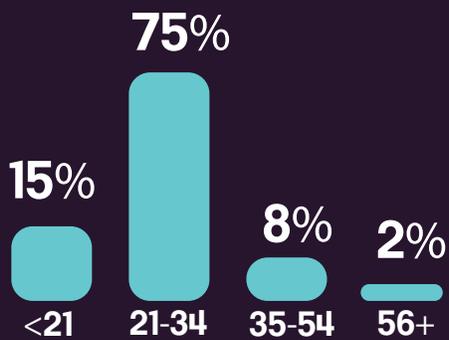
0 - 50K	53%
50-100K	44%
100-150K	3%



EDUCATION

NO COLLEGE	41%	
COLLEGE	50%	
GRAD SCHOOL	9%	

AGE



SOCIAL REACH



TWITTER - 23,800 FOLLOWERS

ADVERTISING:

PAID - 3.84 MILLION IMPRESSIONS IN 2021 ON TWITTER
PAID - 93,800 TWEETS ENGAGEMENTS (RETWEETS, FAVORITES)



FACEBOOK - 101,800 FOLLOWERS
TOTAL REACH IN 2021: 11,285,553
TOTAL IMPRESSIONS IN 2021: 13,847,546

ADVERTISING:

PAID - 3.99 MILLION IMPRESSIONS IN 2021 ON FACEBOOK
PAID - 262,878 ENGAGEMENTS (LIKES, SHARES, COMMENTS)
PAID - 10,435,851 DAILY PAID REACH

ORGANIC:

DAILY TOTAL REACH: 849,702
DAILY ORGANIC IMPRESSIONS: 2.75 MILLION



INSTAGRAM - 39,000 FOLLOWERS

EMAIL DATABASE OF 100,000+ / 170,000 WEBSITE VISITS ANNUALLY
DEDICATED TEXT SMS OR MMS DATABASE OF 2,500+



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