

The Firefly Gathering Sponsorship Levels

Sponsorship Level	Ladybug	Orb Weaver	Best Value!		Firefly	Blue Ghost
			Monarch Butterfly	Honey Bee		
Donation Amount	\$250	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Large live logo on website	X*	X	X	X	X	X
Inclusion in two thank you posts	X*	X	X	X	X	X
Post-event discounts at your establishment		X	X	X	X	X
Individualized social media post (1,2,3 = number of posts)			X(1)	X(2)	X(2)	X(3)
Firefly Gathering event pass			X (1: 1 day)	X (1: 3day)	X (2: full)	X (2:full)
Option to table at Gathering				X	X	X
Announcements highlighting your company at the Gathering (1,2,3 = number of announcements)				X(1)	X(2)	X(3)
Display a banner of your company/logo at the Gathering (S)mall banner, (L)arge banner				X(S)	X(L)	X(L)
Inclusion in the gatebook (S)mall icon, (L)arge icon				X(S)	X(L)	X(L)
One newsletter spotlight with live links					X	X
One individualized post-event "thank you" in newsletter and on social media with live links					X	X
Three post-event, individualized social media posts						X
Two passes to the fall Gala						X

We reserve the right to only engage in a sponsor relationship with organizations who align with our values.

- Large live logo on our website in the event sponsor list:** You may choose to have your live link logos connected to either your website or social media. It will be posted from the time of contract until December 31st of the year of the Gathering (example: if you donate in December of 2022 for the June 2023 gathering, we will take them down December 31st, 2023). Having live links on our website makes it easy for people to learn more about your company and offerings, with just one click. Large live logo: 250 x 250 px
***Lady-bug sponsors: logo will be included on this list, but it will be small (160x160px) and not a live link**
- Inclusion in two thank you posts for all 2023 sponsors:** We are so grateful to our sponsors! Once before, and once after the Gathering we will make a post thanking all of our sponsors on our social media (Instagram and Facebook) and in our newsletter. Our total online audience reach is just shy of 27,000. Partnering with us gets

your logo out to an engaged audience of local-minded folks who are inclined to be patrons of businesses that support causes they care about.

***Lady-bug sponsors: you will be included in the social media thank you posts only**

- **Post-event discounts at your establishment:** With this benefit option, you can choose to offer any discount you like at your establishment with proof of attendance to the Firefly Gathering (June 20-25). This helps get people in your door so they can fall in love with your company. You get to choose how much of a discount you would like to offer, and for how long you would like to run the special. *This perk will get announced to participants during the gathering and will be posted on our website.*
- **Individualized social media post highlighting your company:** (with added option to do a give-away or contest starting at Honey Bee level): As you can see in the chart, the level of sponsorship you choose determines the number of individualized posts we make on our social media. These posts will highlight your mission-aligned values and services to an engaged social media audience on Facebook and Instagram. Partnering with us in this way helps us to build our local community, by getting your business into the awareness of our dedicated patrons.
- **Firefly Gathering event pass:**
 - (1: 1 day) - One single day event pass valued at \$110-\$150
 - (1: 3 day) - One three day event pass valued at \$250-\$315
 - (2: full) - Two full passes valued at \$770

Come join us! We would love to have you experience this amazing gathering as our honored guest.
- **Option to table at the Firefly Gathering to an engaged audience:** (logistics vary based on type of pass)
Event tabling can be a socially engaging, fun way to raise awareness, increase interest in your business, add to your mailing list, and meet like-minded folks. You will have the opportunity to share your story, and speak to an engaged audience who will want to become your customer.
- **Announcements highlighting your company at the Gathering:** During the highest traffic times, leaders and announcers plug your mission aligned values and services to attendees. This is a great way for our patrons to learn more about who you are, and how you have supported us. The number of announcements depends on sponsorship level, as listed in the chart above; with varied audiences each day, multiple announcements ensures you'll reach the largest audience.
- **Display a banner of your company/logo at the Gathering:** You will provide us with a banner representing your company that we will proudly display to our participants. Small banner: up to 2'x4', large banner: up to 3'x6'
- **Inclusion in the gatebook:** given to each participant. Logos must be submitted by May 1st.
- **One individualized post-event "thank you" in newsletter and on social media with live links:** With this benefit you are getting maximum exposure to our online audience of nearly 27,000 people through our newsletter, Facebook, and Instagram. Not only will we be thanking you for making this event happen, we will also plug your mission-aligned services, products, and company values.
- **Three post-event individualized social media posts** throughout the year: that will highlight your sponsorship, mission-aligned services/products, and company values. With sustained contact to our online following, your name and offerings will stay fresh in the minds of our patrons all year long.
- **Two passes to the fall Gala:** (up to \$500 value) where you will be honored as our top tier sponsor. If you would like to learn more about this incredible fundraiser event please visit the [2022 Frost Moon Gala Givelively Page](#).

**If you would prefer to provide a tax deductible donation rather than sponsor,
Firefly Gathering is a registered 501(c)(3) non-profit organization. (EIN: 83-3236808)
Email donations@fireflygathering.org or donate directly on [Give Lively](#).**

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Thank you.*