

Slopeside Sponsorship



ATTENDANCE: 4,000-8,000 / WEEKEND

Two days full of fun for the entire family. This season's foundational festivals include SummerFest, Long Weekend Sales & Farmers Markets, and Food Truck Fests in late Summer and Fall. These weekends feature vendor markets, live music, roving entertainment, contests, field games, food trucks and more!

DEMOGRAPHICS:

Attendees are primarily from Eastern and Central MA, Worcester County 30%; Middlesex County 29%; Norfolk County 11%



Sponsorship Opportunities:

GOLD - \$3,000/ Weekend

- Banner with your company logo at the festival entrance
- 10' x 10' Preferred exhibit or sampling booth space
- Company handout at festival entrance
- 2 Additional (3'x6') banner locations
- Company mention in event radio advertising
- Company logo on event website and festival poster
- Company Logo and Link Inserted in at least 1 Email Eblast to Database of 60K
- Company Logo and Link Inserted in at least 1 Social Media Post 8 Vendor Badges
- 20 Festival Admission Vouchers & 20 SkyRide Vouchers



Slopeside Sponsorship



SILVER - \$2,000/ Weekend

- 10' x 10' Preferred exhibit or sampling booth space
- 1 Additional (3'x6') banner location
- Company logo on event website and festival poster
- Company Logo and Link Inserted in at least 1 Email Eblast to Database of 60K
- Company Logo and Link Inserted in at least 1 Social Media Post
- 8 Vendor Badges, 10 Festival Admission Vouchers & 10 SkyRide Vouchers

BRONZE - \$1,000/ Weekend

- 10' x 10' Preferred exhibit or sampling booth space
- Company logo on event website and festival poster
- 4 Vendor Badges, 6 Festival Admission Vouchers & 6 SkyRide Vouchers

Additional Sponsorship Opportunities:

These can be added to any-level sponsorship à la carte.

Social Media Sponsor - \$1,000/Weekend

Get the most out of our social media platforms with this sponsorship opportunity. We will feature your business logo on our social media posts for the weekend. (Facebook, Instagram, Twitter)

Skyride Sponsor - \$1,000/Weekend

This scenic sponsorship pairs your name with our signature SkyRide, a roundtrip ride to the top of Wachusett Mountain with a spectacular view of the fall foliage. Feature your logo on a banner at the start of this popular festival attraction.

Celebration Host Sponsor - \$1,500/Weekend

Be the life of the party with this sponsorship for themed decorations and our seasonal competitions. Highlight your company name and logo with signage, announcements, and social media posts on one of the most fun (and photogenic) features of our festivals! **Limited to one sponsor per festival.**

Slopeside Sponsorship



Social Media Engagement

Wachusett Mountain's website and social media digital platforms are used by 1.3 million unique visitors annually.



70,197 Facebook Fans

61k+ Daily Post Engagement



42,240 Instagram Followers

36k+ Daily Post Engagement



8,321 Twitter Followers

8k+ Daily Post Engagement

Wachusett Demographics

Our guests are young, active, fit, high-net-worth professionals who enjoy the outdoors.



Lifestyle

- 57% Married
- 67% Have Children
- 87% Homeowners



Est. Household Income

- 22% \$60k-90k
- 62% \$100k
- 58% \$75k-200k



Ages

- 25% 18-40 Years Old
- 53% 41-55 Years Old
- 22% Over 55 Years Old

Booking Details

- Festival Hours: 11:00 am - 5:00 pm (Set Up: 8:00 - 10:00 am)
- Electricity and display tables available upon advance request.
- Multi-festival package discounts are available, for questions or bookings contact:

Jahna Vaughan

Special Events Coordinator

jahna@wachusett.com

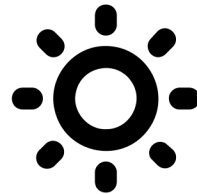
(978) 464-2300 ext. 3701

Slopeside Sponsorship



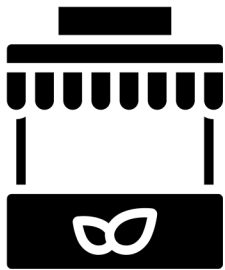
Summer & Fall Food Truck Fests

August 10-11
& November 2-3



Summerfest

August 24-25



Labor Day Sale, Mountain Music & Craft Beer Party

August 31 -
September 2



Long Weekend Swaps, Sales & Farmers Markets

October 12-14

