



OLD ELLICOTT CITY

LADYBUG MUSIC FESTIVAL[®]

2024 SPONSORSHIP OPPORTUNITIES



Founded in 2012, The Ladybug Festival is the largest celebration of Women in Music in the country. This new annual event is coming to Old Ellicott City on June 29, 2024. Having won numerous awards, attracted over ten thousand attendees, and garnered national press, the event offers fantastic sponsorship opportunities to get your brand out to fans.



ELLICOTT CITY
PARTNERSHIP

@VISITOEC

FOR OVER 250 YEARS, OLD ELLICOTT CITY HAS BEEN A PLACE FOR INNOVATION, CREATIVITY, AND CONNECTION. FROM ITS FOUNDING AS A MILL TOWN TO ITS CURRENT VIBRANT AND DIVERSE MAIN STREET, BOASTING OVER HALF OF OUR 80+ BUSINESSES AS WOMEN-OWNED, OLD ELLICOTT CITY IS A STRONG COMMUNITY, DEDICATED TO HELPING EVERYONE THRIVE.

  @LADYBUGMUSICFEST
THELADYBUGFESTIVAL.COM

SPONSORSHIP OPPORTUNITIES

ALL SPONSORS MUST BE CONFIRMED BY APRIL 1

PRESENTING SPONSORS | \$40,000 (2 available)

- EXCLUSIVE 'PRESENTING' RIGHTS TO THE EVENT
- TOP BILLING FOR ALL LOGO PLACEMENTS IN MARKETING MATERIALS AND MAIN STAGE BANNERAGE
- 2 DEDICATED SPACES ONSITE TO SHOWCASE PRODUCTS/ENGAGE ATTENDEES
- STAGE TIME TO ADDRESS CROWD FROM MAIN STAGE
- EXCLUSIVE ACCESS TO VIP AREA
- (40) COMPLIMENTARY DRINK TICKETS AND (10) COMPLIMENTARY EVENT SHIRTS
- LOGO ON EVENT TOWN BANNERS IN ALL 4 LOCATIONS
(MARYLAND AVE., OLD COLUMBIA PIKE, ELICOTT MILLS, AND HAMILTON STREET)
- INCLUSION IN AD PLACEMENTS ACROSS MULTIPLE PLATFORMS
- SPONSORSHIP ACKNOWLEDGEMENT IN A CUMULATIVE 14-DAY SPONSORED SOCIAL MEDIA AD(S)
- TOP LOGO PLACEMENT AS SPONSOR ON LADYBUG MUSIC FESTIVAL WEBSITE
- LOGO PLACEMENT ON ALL ELICOTT CITY PARTNERSHIP WEBSITES AND MARKETING OUTLETS
- INCLUSION IN LADYBUG MUSIC FESTIVAL EMAIL MARKETING
- SPONSORSHIP ACKNOWLEDGEMENT IN PRESS RELEASE
- SPONSOR RECOGNITION WITHIN EVENT RECAP VIDEO, SHARED ON SOCIAL CHANNELS



**LADYBUG
MUSIC FESTIVAL**

THE LARGEST CELEBRATION OF
WOMEN IN MUSIC
{EST. 2012}



**COMMUNITY.
ART. MUSIC.**

SPONSORSHIP OPPORTUNITIES

ALL SPONSORS MUST BE CONFIRMED BY APRIL 1

COMMUNITY SPONSOR | \$15,000

- LOGO PLACEMENT ON MAIN STAGE SIDE BANNERS (TOP BILLING)
- DEDICATED SPACE ONSITE TO SHOWCASE PRODUCTS/ENGAGE ATTENDEES
- STAGE TIME TO ADDRESS CROWD FROM MAIN STAGE
- EXCLUSIVE ACCESS TO VIP AREA
- (20) COMPLIMENTARY DRINK TICKETS AND (5) COMPLIMENTARY EVENT SHIRTS
- LOGO ON EVENT TOWN BANNERS IN 2 LOCATIONS (MARYLAND AVE., OLD COLUMBIA PIKE)
- INCLUSION IN SELECT AD PLACEMENT ACROSS MULTIPLE PLATFORMS
- SPONSORSHIP ACKNOWLEDGEMENT IN A 7-DAY SPONSORED SOCIAL MEDIA AD
- LOGO PLACEMENT AS SPONSOR ON LADYBUG MUSIC FESTIVAL WEBSITE
- LOGO PLACEMENT ON ALL ELLICOTT CITY PARTNERSHIP WEBSITES AND MARKETING OUTLETS
- INCLUSION IN LADYBUG MUSIC FESTIVAL EMAIL MARKETING
- SPONSORSHIP ACKNOWLEDGEMENT IN PRESS RELEASE
- SPONSOR RECOGNITION WITHIN EVENT RECAP VIDEO, SHARED ON SOCIAL CHANNELS

GOLD SPONSOR | \$7,500

- LOGO PLACEMENT ON MAIN STAGE SIDE BANNERS
- DEDICATED SPACE ONSITE TO SHOWCASE PRODUCTS/ENGAGE ATTENDEES
- EXCLUSIVE ACCESS TO VIP AREA
- (10) COMPLIMENTARY DRINK TICKETS AND (2) COMPLIMENTARY EVENT SHIRTS
- LOGO ON EVENT TOWN BANNERS IN 1 LOCATION (MARYLAND AVE.)
- SPONSORSHIP ACKNOWLEDGEMENT IN A 3-DAY SPONSORED SOCIAL MEDIA AD, SHARED ACROSS ALL LADYBUG SOCIAL CHANNELS
- LOGO PLACEMENT AS SPONSOR ON LADYBUG MUSIC FESTIVAL WEBSITE
- LOGO PLACEMENT ON ALL ELLICOTT CITY PARTNERSHIP WEBSITES AND MARKETING OUTLETS
- INCLUSION IN LADYBUG MUSIC FESTIVAL EMAIL MARKETING
- SPONSORSHIP ACKNOWLEDGEMENT IN PRESS RELEASE
- SPONSOR RECOGNITION WITHIN EVENT RECAP VIDEO, SHARED ON SOCIAL CHANNELS



MAKE CONTACT: CHRISTOPHER.PINEDA@VISITOECC.COM

*ALL SPONSORS MUST SEND HIGH QUALITY PDF OR EPS (VECTOR) VERSIONS OF LOGO ON TRANSPARENT BACKGROUND BY APRIL 1



**CHECK OUT
OUR 2023
EVENT VIDEO**

