



Dear Potential Sponsor,

Do you want to be part of the most exciting and celebrated event on the Olympic Peninsula? Join us as a sponsor for the 29th Sequim Lavender Festival, a community tradition that brings together over 40,000 attendees each year.

Our festival will take place on July 18th - 20th at Carrie Blake Park. As a sponsor, you will get three days of unmatched exposure for your brand and year round acknowledgement on the festival website!

Depending on your sponsorship level, you will also have the opportunity to talk with thousands of potential new customers or clients, book appointments, and sell your products or services. Plus, you will enjoy our exclusive perks, networking and creative collaborations.

Don't miss this chance to support our local traditions and celebrate with your family and friends. Make sure to reserve your booth within festival grounds or be a festival supporter as soon as possible. We want to include you in all the marketing advantages.

If you have been a previous Sponsor of the Sequim Lavender Festival, we thank you for your past support. You are the backbone of this community wide and family-oriented event. We hope you take advantage of this extraordinary event and join us in coming together with the greater Olympic Peninsula community.

Based on your sponsorship level, you can also sponsor one of the festival's special events. Please indicate your choices on the included registration form. Please be sure to send us your logo to include on the Sequim Lavender Festival website and all relevant promotional avenues and signage.

Thank You,  
Kelly Ireye  
Festival Director  
Email: [director@lavenderfestival.com](mailto:director@lavenderfestival.com)

## 2025 Sponsorship Opportunities

### **Sanitation Sponsor(1 available) - \$6000**

- Public Announcements - get your brand announced on the main stage each day to attract people to your booth and show our appreciation for your generosity
- Participation in Grand Opening Activity on stage
- Ad space in our festival program
- Your business listed on the festival website sponsor page and poster.
- Posters displayed on each port-o-potty (sponsor provided content)
- 1 - 10x20 booth
- 5 - 2025 official shirts and posters

### **Sound Stage Sponsor(1 available)- \$5000**

- Public Announcements - get your brand announced on the main stage each day to attract people to your booth and show our appreciation for your generosity
- Participation in Grand Opening Activity on stage
- Ad space in our festival program
- Your business listed on the festival website sponsor page and poster.
- 1 sponsor provided banner in front of the main performance stage (max size 3'x4')
- 1 - 10x20 booth
- 4 - 2025 official shirts and posters

### **Food Court Sponsor(1 available) - \$4000**

- Public Announcements - get your brand announced on the main stage each day to attract people to your booth and show our appreciation for your generosity
- Participation in Grand Opening Activity on stage
- Your business listed on the festival website sponsor page and poster.
- 2 sponsor provided banners in food court area (max size 2'x3')
- 1 - 10x20 booth
- 4 - 2025 official shirts and posters

### **Activities Tent Sponsor(1 available) - \$3000**

- Public Announcements - get your brand announced on the main stage each day to attract people to your booth and show our appreciation for your generosity
- Participation in Grand Opening Activity on stage
- Your business listed on the festival website sponsor page and poster.
- 2 sponsor provided banners on activities tent (max size 2'x3')
- 1 - 10x20 booth
- 3 - 2025 official festival shirts and posters

### **Program Sponsor(1 available) - \$2000**

- Public Announcements - get your brand announced on the main stage each day to attract people to your booth and show our appreciation for your generosity
- Participation in Grand Opening Activity on stage
- Your business listed on the festival website sponsor page and poster.
- Ad space in our festival program
- 1 - 10x10 booth
- 2 - 2025 official festival shirts and posters

**Sustaining Sponsor(2 available) - \$1000**

- Your business listed on the festival website sponsor page and poster.
- 1 - 10x10 booth
- 2 - 2025 Official festival shirts and posters

**Spirit Sponsor(2 available) - \$500**

- Your business listed on the festival website sponsor page and poster.
- 1 2025 Official festival shirt and poster

**Lavender Bud - \$250**

Love the lavender festival and local farms? Become a lavender bud at our individual giving level and help support the planning of the world famous community event! Your name or business will be listed on the festival website sponsor page.

*Official sponsor certificates available upon request.*



Please fill out the form below and send to Kelly at [director@lavenderfestival.com](mailto:director@lavenderfestival.com).

Company Name			
Contact First Name		Last Name	
Phone Number		Email Address	
Desired Sponsor Level			
<input type="checkbox"/> Sanitation			
<input type="checkbox"/> Sound Stage			
<input type="checkbox"/> Food Court			
<input type="checkbox"/> Activities Tent			
<input type="checkbox"/> Program			
<input type="checkbox"/> Sustaining			
<input type="checkbox"/> Spirit			
<input type="checkbox"/> Lavender Bud			
Address for invoice			
Tshirt size(s) - we have both unisex and womens. Please indicate how many of each type.			
If applicable, do you plan on utilizing your booth space	<input type="checkbox"/> Yes <input type="checkbox"/> No		

## More Sponsor Information

Thank you for your interest in sponsoring and participating in our festival! We appreciate your support in making this event a success. Below, you will find important details regarding sponsorship confirmation, festival booth operations, liability, banners, and advertising materials.

**Contact & Payment Information** - For more information, please contact Kelly at [director@lavenderfestival.com](mailto:director@lavenderfestival.com). Once your sponsorship is confirmed, an invoice will be sent to you. All invoices must be paid in full by June 15.

### Festival Booth Operations

Hours of Operation:

- All booths must be open for business during the following hours:
  - Friday - Saturday: 9 AM – 7 PM
  - Sunday: 9 AM – 5 PM
- Load-in will take place on Thursday, July 17th ONLY.
- Vendors must comply with all local fire codes.
- Vendor's dogs and other pets are not allowed in or around the booths.
- A contact phone number must be provided, and the vendor must be available after hours for emergency calls.

### Production Responsibilities:

- Vendors must provide all equipment, personnel, and signage.
- Booth spaces must be kept clean and maintained throughout the festival.
- Vendors must remain within their designated booth space—sales behind the booth or roaming sales are not allowed.
- Each vendor tent must be secured with a minimum of 50 pounds of weight on each leg.
- All tents must be fireproof and have appropriate certification tags for fire marshal inspection. These requirements will be strictly enforced.

**Liability Agreement** - Vendor agrees to indemnify and hold harmless Festival Management, Sponsors, Sequim Lavender Growers Association, and the City of Sequim, including their officers, agents, volunteers, and employees, from all claims, losses, suits, damages, judgments, expenses, and costs, including court costs and attorney's fees, resulting from its occupancy of the designated space. Vendors must also provide a "Certificate of Liability Insurance" with their signed agreement or present it on the day of festival setup.

### Banner Expectations:

All sponsors providing banners for display must adhere to the following guidelines:

- Banners must be professionally printed and meet the festival's size and material specifications. Please keep in mind that this is a family event when designing your graphics!
- Banners must be securely fastened at designated locations.
- Festival Management reserves the right to approve or deny banner placement.

**Advertising & Promotional Materials:**

All sponsors are encouraged to submit company logo graphics for use on the festival's website and promotional materials. Sponsors whose level includes program ad placement, see details below.

- Logo graphics and program ads should be sent to [marketing@lavenderfestival.com](mailto:marketing@lavenderfestival.com).
- Program Ad specifications: 2.5 inches wide x 2 inches tall. May be black & white or full color.

Thank you for your support! We look forward to working together to create a memorable and successful event. If you have any questions, please don't hesitate to reach out to Kelly.

Sincerely,

Sequim Lavender Festival Team