



LOUISIANA PEACH FESTIVAL

SPONSORSHIP
OPPORTUNITIES

2022





ABOUT THE FESTIVAL

The Louisiana Peach Festival is a long-standing Ruston tradition dating back to 1951. The festival was created by area peach farmers as a way to promote their industry and the delicious peaches they produced throughout Louisiana and surrounding states. Over the years, the Peach Festival has attracted hundreds of thousands of visitors to Lincoln Parish and pumped millions back into the local economy. The festival has seen many changes over its 70 years, but through it all, the event has continued to be a source of excitement and pride in the community. In 2021, the Ruston Lincoln Convention and Visitors Bureau and Downtown Ruston took over coordination of the event with the goal of continuing the event's legacy as a celebration of Ruston's local talent and delicious peaches. We hope to have your support in making this beloved community event a success in 2022!

- LOUISIANA PEACH FEST TEAM

2021 FESTIVAL RECAP

16,000+

FESTIVAL
ATTENDEES

1,800

T-SHIRTS
SOLD
SOLD OUT

85%

INCREASE IN
ATTENDANCE

OVER PREVIOUS 5
YEAR AVG

75+

FOOD & ARTS
VENDORS



ATTENDEE FEEDBACK



Lorie Jordan Hamlin

LOVED the earlier date, the LOCAL artists and vendors, not buying coupons for food, the MUSIC, the free admission (I saw so many people with lots of older kids, what a wonderful blessing for them to all be able to participate!), all the smiling faces and friends seeing friends...I loved it all! It was peachy perfect. 🍑❤️ Thanks to all involved!



Leah Gibson Freeman 🌟 recommends Louisiana Peach ...

Festival.
June 7 · 🌐

Great festival! Well laid out vendors, easy access to events, super clean area and super nice people!



Brit Rowell Brown

This was my first year to both attend the festival and be a vendor! Everything was ran smoothly, I was constantly checked on to make sure I was ok during sell hours, and these ladies made me feel so comfortable and cared for!!! THANK YOU for an amazing event!!





2022 PEACH FEST DETAILS

June 4, 2022

9am-11pm

Downtown Ruston

Railroad Park & Sexton Lot

Event Highlights

10+ hours of live music

Local arts market

Food vendors

Kids activities

Free admission until 5pm



PRESENTING SPONSOR

(limited to 1 sponsor)

\$7,500

Get the highest level of visibility for your brand as the exclusive 2022 Presenting Sponsor. This sponsorship includes:

- Inclusion on all festival promotions - "72nd Louisiana Peach Festival presented by _____"
- Sponsor signage at festival gates
- Stage banner
- Social media mentions
- Hourly mentions during the festival
- Logo on video wall at event
- Listed on the 2022 Peach Festival t-shirt
- Included in Official Festival Guide
- Framed 2022 Peach Festival poster
- 15 wristbands for evening concert
- Optional 12'x12' info or sales booth at the festival
- Optional use of branded tent at festival gates





LEAD SPONSOR

(limited to 2 sponsors)

\$5,000

Maximize your brand's exposure as a 2022 Lead Sponsor. This sponsorship includes:

- Sponsor signage at festival gates
- Social media mentions
- Hourly mentions during the festival
- Logo on video wall at event
- Listed on the 2022 Peach Festival t-shirt
- Included in Official Festival Guide
- Framed 2022 Peach Festival poster
- 10 wristbands for evening concert
- Optional use of branded tent at festival entrances





KIDS ZONE SPONSOR

(limited to 1 sponsor)

\$3,000

Support the free crafts, activities, and performances of the Kids Zone.

This sponsorship includes:

- Sponsor signage at the Kids Zone
- Social media mentions
- Hourly mentions during the festival
- Logo on video wall at event
- Logo included on the free tote bag given to all kids at the event
- 8 wristbands for evening concert
- Included in Official Festival Guide
- Framed 2022 Peach Festival poster

HOSPITALITY SPONSOR

(limited to 1 sponsor)

\$3,000

Help us provide true southern hospitality to our 2022 musicians and vendors. This sponsorship includes:

- Sponsor signage in the green room & at the vendor hospitality tent
- Social media mentions
- Hourly mentions during the festival
- Logo on video wall at event
- 8 wristbands for evening concert
- Included in Official Festival Guide
- Framed 2022 Peach Festival poster



STAR SPONSOR

(limited to 5 sponsors)

\$2,500

Increase your community visibility as a Star Sponsor. This sponsorship includes:

- Sponsor signage in festival area
- Social media mentions
- Hourly mentions during the festival
- Logo on video wall at event
- 5 wristbands for evening concert
- Included in Official Festival Guide

COMMUNITY SPONSOR

\$1,000

Grow your brand's visibility as a community sponsor. This sponsorship includes:

- Inclusion on A-frame signs
- Social media mention
- Included in Official Festival Guide
- 2 wristbands to the evening concert





SUPPORTING SPONSOR

\$500

Your sponsorship will help support the festival's continued success! This sponsorship includes:

- Inclusion on A-frame signs
- Social media mention
- Included in Official Festival Guide

PEACH PRIZE SPONSOR

\$500

Your sponsorship will fund the cash prize for the Peach Hunt. This sponsorship includes:

- Inclusion on A-frame signs
- Social media mentions
- Included in Official Festival Guide





SPONSOR FORM

Business/Contact Name: _____

Business Address: _____

Business/ Contact Phone: _____

Business E-mail: _____

Sponsor Level:

Presenting Sponsor (\$7,500)

Lead Sponsor (\$5,000)

Kids Zone Sponsor (\$3,000)

Hospitality Sponsor (\$3,000)

Star Sponsor (\$2,500)

Community Sponsor (\$1,000)

Supporting Sponsor (\$500)

Peach Prize Sponsor (\$500)

Checks and money orders can be made payable to **Friends of Ruston Main Street**, a local 501(c)(3) nonprofit organization.

Friends of Ruston Main Street

401 N. Trenton St.

Ruston, LA 71270

Please email your logo in JPEG and/or PNG format to:

lapeachfest@gmail.com

For any questions, please feel free to contact: Rebecca Smart at 318-255-2031 or

lapeachfest@gmail.com

EVENT BROUGHT TO YOU BY:

