



LOUISIANA PEACH FESTIVAL

SPONSORSHIP
OPPORTUNITIES

2024





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 2024!

- LOUISIANA PEACH FEST TEAM

2023 FESTIVAL RECAP

24,000+

FESTIVAL
ATTENDEES

2,000+

T-SHIRTS
SOLD

10%

INCREASE IN
ATTENDANCE
FROM PREVIOUS YEAR

90+

FOOD & ARTS
VENDORS



2024 FESTIVAL DETAILS

June 1, 2024

9am-11pm

Downtown Ruston

Railroad Park, Park Ave, Mississippi Ave & Sexton Lot

Event Highlights

Parade

10+ hours of live music

Local arts market

Food vendors

Free kids activities



PRESENTING SPONSOR

(limited to 1 sponsor)

\$12,000

Get the highest visibility for your brand as the Presenting Sponsor. This includes:

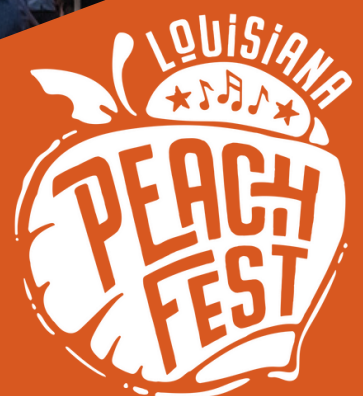
- Inclusion on the festival poster - "74th Louisiana Peach Festival presented by _____"
- Targeted advertising opportunity
- Sponsor signage at festival gates
- Stage banner
- Social media mentions
- Hourly mentions during the festival
- Logo on video monitor at event
- Logo on Peach Festival t-shirt
- Included in Official Festival Guide
- Framed 2024 Peach Festival poster
- Optional 12'x12' info booth on site
- Optional use of branded tent(s) at festival gates

CLAIMED

Early Commitment

Commit to this sponsorship level by January 31, 2024 to receive:

- Logo on event date reminder post
- Appreciation advertisement
- Included in pre-festival press
- "Presented by _____" on Louisiana Peach Festival Poster





Best of all...

The largest sponsorship impact will be offering **free admission all day** at the Louisiana Peach Festival. By committing to the \$12,000 level, your organization will make that happen for the Ruston & Lincoln Parish community and visiting festival attendees and will be promoted as such.

Free admission at the festival will not only be a historic happening but it will also:

- Grow the festival's attendance
- Enhance visitor experiences
- Provide more exposure to sponsors
- Increase economic impact
- Build community-shared value
- Create a welcoming and fun atmosphere for all

FREE ADMISSION

made possible by

[your logo here]

LEAD SPONSOR

(limited to 1 sponsor)

\$7,500

Get the highest level of visibility for your brand as the exclusive 2024 Presenting Sponsor. This sponsorship includes:

- Inclusion on all festival promotions
- Sponsor signage at festival gates
- Stage banner
- Social media mentions
- Hourly mentions during the festival
- Logo on video monitor at event
- Listed on the Peach Festival t-shirt
- Included in Official Festival Guide
- Framed Peach Festival poster
- Optional use of branded tent at festival gates





IMPACT SPONSOR

(limited to 2 sponsors)

\$5,000

Maximize your brand's exposure as a 2024 Lead Sponsor. This sponsorship includes:

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





KIDS ZONE SPONSOR

(limited to 1 sponsor)

\$5,000

CLAIMED

Support the free craft performances of the expanded Kids Zone.

This sponsorship includes:

- Sponsor signage at the Kids Zone
- Social media mentions
- Hourly mentions during the festival
- Logo on video monitor at event
- Logo included on the free bag given to all kids given out at the kids zone
- Listed on the Peach Festival t-shirt
- Included in Official Festival Guide
- Framed Peach Festival poster
- Optional use of branded tent at festival entrances
- Complimentary festival wristbands





STAR SPONSOR

(limited to 4 sponsors)

\$2,500

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

- Sponsor signage in festival area
- Social media mentions
- Stage mentions during the festival
- Logo on video monitor at event
- Included in Official Festival Guide
- Commit by Jan. 31 to be listed on the Peach Festival t-shirt



COMMUNITY SPONSOR

\$1,250

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

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

SUPPORTING SPONSOR

\$750

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

- Included in Official Festival Guide
- Social media mentions





SPONSOR FORM

Business/Contact Name: _____

Business Address: _____

Business/ Contact Phone: _____

Business E-mail: _____

Sponsor Level*:

Presenting Sponsor (\$12,000)

Lead Sponsor (\$7,500)

Impact Sponsor (\$5,000)

Kids Zone Sponsor (\$5,000)

Star Sponsor (\$2,500)

Community Sponsor (\$1,250)

Supporting Sponsor (\$750)

Please note: Materials, signage, etc. outside of what is listed for the selected sponsorship level will not be permitted. All sponsor signage inside festival areas is produced by the Louisiana Peach Festival.

For any questions, please contact: Rebecca Smart at (318) 401-5436 or lapeachfest@gmail.com.

Checks can be made payable to **Louisiana Peach Festival**.

Louisiana Peach Festival

2111 N. Trenton St.

Ruston, LA 71270

Please email your logo in JPEG and/or PNG format to lapeachfest@gmail.com.

EVENT BROUGHT TO YOU BY:

