



ABOUT THE FESTIVAL

The [Stowe Tango Music Festival](#) is the United States' premier tango music festival, noted both for its unique series of performances and its high level of musical training.

Founded by bandoneonist Hector Del Curto and cellist Jisoo Ok, the highlight of the festival is the Stowe Tango Music Festival Orchestra – a truly unique tango orchestra. The Festival Orchestra is comprised of an extraordinary group of selected students from all over the globe, and world-class artists, including guest tango legends from Argentina. The festival also features dance events and the world's only annual bandoneon competition – *Che Bandoneon International Competition*.



{ What is a bandoneon?

The bandoneon is an instrument, similar to an accordion. It is the essential instrument in tango music.

The Stowe Tango Music Festival integrates with Stowe and surrounding communities by offering events enjoyed by both residents and visitors. The Festival makes Tango accessible to everyone – aficionados and newcomers – through music performances, dance classes, art shows, and educational programs.

View the Festival event schedule at stowetangomusicfestival.com.



2017 FESTIVAL BY THE NUMBERS

- 1,600 festival attendees at all events
- 110 festival pass holders
20% from CT, 15% from MA, 15% from VT, 14% from NY, 12% from QC
- 420 (sold out house) attendees at Spruce Peak Festival Concert
- 24,000 unique visits to stowetangomusicfestival.com
- 1,200 program books distributed
- 1,800 email subscribers
- 1,980 social media followers on Facebook, Instagram & Twitter
- 100 posters distributed in Stowe and Burlington areas
- 3,000 postcards distributed in Stowe and Burlington areas, and at Tango events in NYC, Boston, Montreal and New England

FESTIVAL ATTENDEE DEMOGRAPHICS*

- Age: 12% ages 30-44 | 28% ages 45-59 | 56% ages 60-74
- Income: 46% \$50k - \$100k | 23% \$100k - \$250k | 13% over \$250k
- Gender: 62% female | 38% male
- 81% attended the Festival with a friend or family member
- Traveled: 36% 200+ miles | 28% 100-199 miles | 16% 50-99 miles

**data from electronic survey of 2016 attendees, 125 responses*



SPONSORSHIP OPPORTUNITIES

Aligning your brand with the Stowe Tango Music Festival is an effective way to demonstrate your business' support of community enhancement through the arts. Sponsorship provides you with a unique vehicle for recognition and visibility to an audience that will truly value and appreciate your contribution to enriching the culture of the local community.

We have multiple levels of corporate sponsorship available for the 2018 Stowe Tango Music Festival – all with marketing benefits.

PLATINUM | \$1000

- Company logo, listing, and link on website
- Full page ad in Festival program book
- Logo and link in all Festival email blasts
- Special 'sponsor feature' in one Festival email blast
- 5 posts on STMF social media, shared on Facebook, Instagram, Twitter
 - 1 Facebook post boosted
- Logo on posters
- Logo on postcards
- Verbal recognition at all Festival events
- Opportunity to distribute materials at select Festival events
- Mention in regional press release
- 2 tickets to Festival Concert

GOLD | \$750

Company logo, listing, and link on website
½ page ad in Festival program book
Logo and link in all Festival email blasts
Special 'sponsor feature' in one Festival email blast
3 posts on STMF Social Media, shared on Facebook, Instagram, Twitter
Logo on posters
Logo on postcards
Verbal recognition at one Festival event
Mention in regional press release
2 tickets to Festival Concert

SILVER | \$500

Company logo, listing, and link on website
¼ page ad in Festival program book
Logo and link in all Festival email blasts
3 posts on STMF social media, shared on Facebook, Instagram, Twitter
Logo on posters
Logo on postcards
Verbal recognition at one Festival event
Mention in regional press release

BRONZE | \$250

Company logo, listing, and link on website
¼ page ad in Festival program book
Logo and link in all Festival email blasts
1 post on STMF social media, shared on Facebook, Instagram, Twitter

FRIEND | \$100

Company logo, listing, and link on website
Listed in Festival program book
1 post on STMF social media, shared on Facebook, Instagram, Twitter



CONTACT US

- Want us to create a customized sponsorship package to meet your specific budget and marketing objectives? We are happy to discuss!
- Interested in supporting the festival with an in-kind donation? Let's talk!
- Have other questions? We are here to help!

Call Jasmine Bigelow at 802.272.9522 or email at jasmine@springpolish.com

READY TO SPONSOR THE STOWE TANGO MUSIC FESTIVAL?

Excellent!

Please, fill out the sponsorship form at
stowetangomusicfestival.com/BusinessSupport.php

