

Chirp! Fests!

SPRING 2016

THE BALL STATE UNIVERSITY EDITION

APRIL 8, 2016



Overview

ChirpFest presents multi-genre music festivals starting with the community of Muncie and spreading to the world, including a generous philanthropic donation per event to a charity local to that event's location.

ChirpFest's goal is to bridge the gap between Muncie Indiana, Ball State University, and the world. Chirp Fest will build Muncie's community pride, and self-worth: a small step toward reviving Muncie after the unfortunate closing of many local businesses in years past.

On September 19, 2015, Chirp Fest hosted their first festival, shutting down Dill Street in The Village and hosting an EDM music festival for the community of Muncie with over 3,500 attendees, over 100 hours of combined volunteer efforts by Ball State Students and a filled-to-capacity rooftop pre-party the night before. This was only the beginning. Chirp Fest will be doing it again in the Spring of 2016 and plans to host many more events soon at venues across the nation, at the very least on a bi-annual basis.

ChirpFest is the next need-to-attend music festival, on the same playing grounds as Coachella and Lalapalooza. Sponsors of Chirpfest enjoy a creative marketing form that differentiates them from their competition and provides exposure to a captive target audience.

Becoming a sponsor of Chirpfest brings you into the ChirpFest family, and involves you with the entirety of the event, allowing you an outlet to diversify your company and assist in an event that is so much more than a music festival.

ChirpFest's name originates from the Ball State chant "Chirp Chirp!" as a reference to the school mascot, the cardinal. Although the name originates from a Ball State reference, ChirpFest also refers to "chirp" as "to make a loud noise", and that we most certainly are.



Facebook: The ChirpFest
Instagram: TheChirpFest
SnapChat: The ChirpFest
Twitter: ChirpFestival
LinkedIn: ChirpFest
Email: Sponsorships@chirpfest.com

ATTENDEE PROFILE

FEMALE
60.7%



MALE
39.3%

AGE:

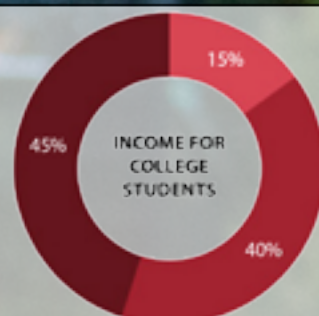
17-19: 5,508
20-25: 11,310
Over 25: 3,709

TECHNOLOGY:

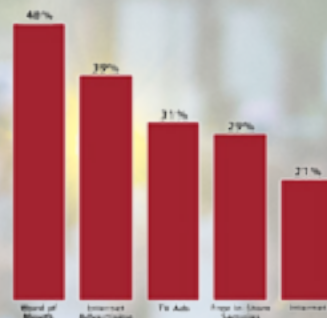
86% of college students own a laptop
78% of college students own a smart-phone

PRODUCTS AND SERVICES US COLLEGE STUDENTS REPORTED SPENDING MONEY ON MONTHLY:

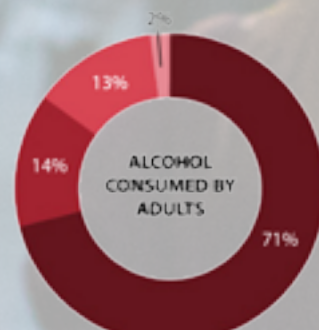
99% spent money at restaurants
87% spent money on tips and travel
76% spent money on beauty products
70% spent money at bars
70% spent money on fashion



LOANS 15%
JOB 40%
PARENTS 45%



When asked which types of advertising they preferred, Students each mentioned multiple advertising mediums.



OTHER 2%
LIQUOR 13%
WINE 14%
BEER 71%



ChirpFest Media Coverage

Students Plan ChirpFest Music Festival: [CLICK HERE](#)

ChirpFest Attracts Large Turnout To Village: [CLICK HERE](#)

Student Pull Late Nights to Bring ChirpFest to Muncie: [CLICK HERE](#)

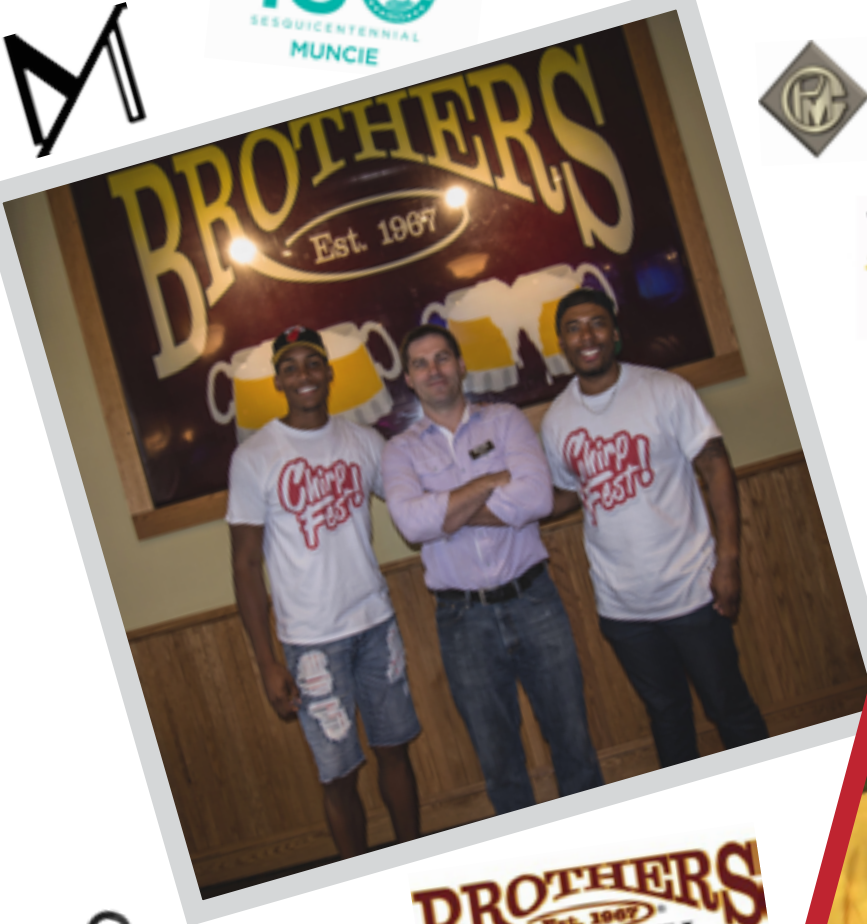
ChirpFest Organizers get \$1 Million Liability Insurance for Event: [CLICK HERE](#)

Self-Balancing Boards: 'It's All in the Ankles' : [CLICK HERE](#)

Indy Speaks w:9-13-15- Ball State Students Build Successful PR Firm: [CLICK HERE](#)

Chirp Family

ChirpFest Sponsors



VILLAGE PROMENADE





\$10,000

TITLE SPONSOR

- ChirpFest presented by (title sponsor name here)
 - Only one title sponsor position available
 - Primary placement on the press wall
- Primary placement on the Chirpfest website
 - Featured on all promotional material
 - One retail booth
 - Logo placement on all video
- Featured on any radio and television placements
- On campus promotion advertisement on televisions, banners, and more
 - Wristband logo placement
 - Logo placement on any and all festival apparel
- Mentioned in all social media posts by ChirpFest for the event
 - Premium logo placement on banners
 - Primary logo placement on mainstage
- DJ announcement of company after every hour set

Sponsorship Perks:

- 25 VIP tickets
- Private seating in VIP
 - Personal Server
- Unlimited Refreshments
- Private body guard for the night
 - Wifi

Season Deal: \$17,000*

*A season consists of two festivals in one year. More festivals may be added, wherein the previously made season deal will include the two previously discussed shows.

\$7,500

PRODUCTION SPONSOR

- Secondary logo placement on mainstage
 - Banner placement
- Secondary logo placement on the press wall
- Secondary placement on the ChirpFest website
- Secondary logo placement on flyers and banners
 - One retail booth
- Logo placement on all video
- Featured on any radio and television placements
- DJ announcement of company after every hour set

Sponsorship Perks:

- 20 VIP tickets
- Private seating in VIP
- 40 complimentary drink tickets
- 25 Food Tickets

Season Deal: \$12,000*

**A season consists of two festivals in one year. More festivals may be added, wherein the previously made season deal will include the two previously discussed shows.*

\$5,000

SUBSIDIARY SPONSOR

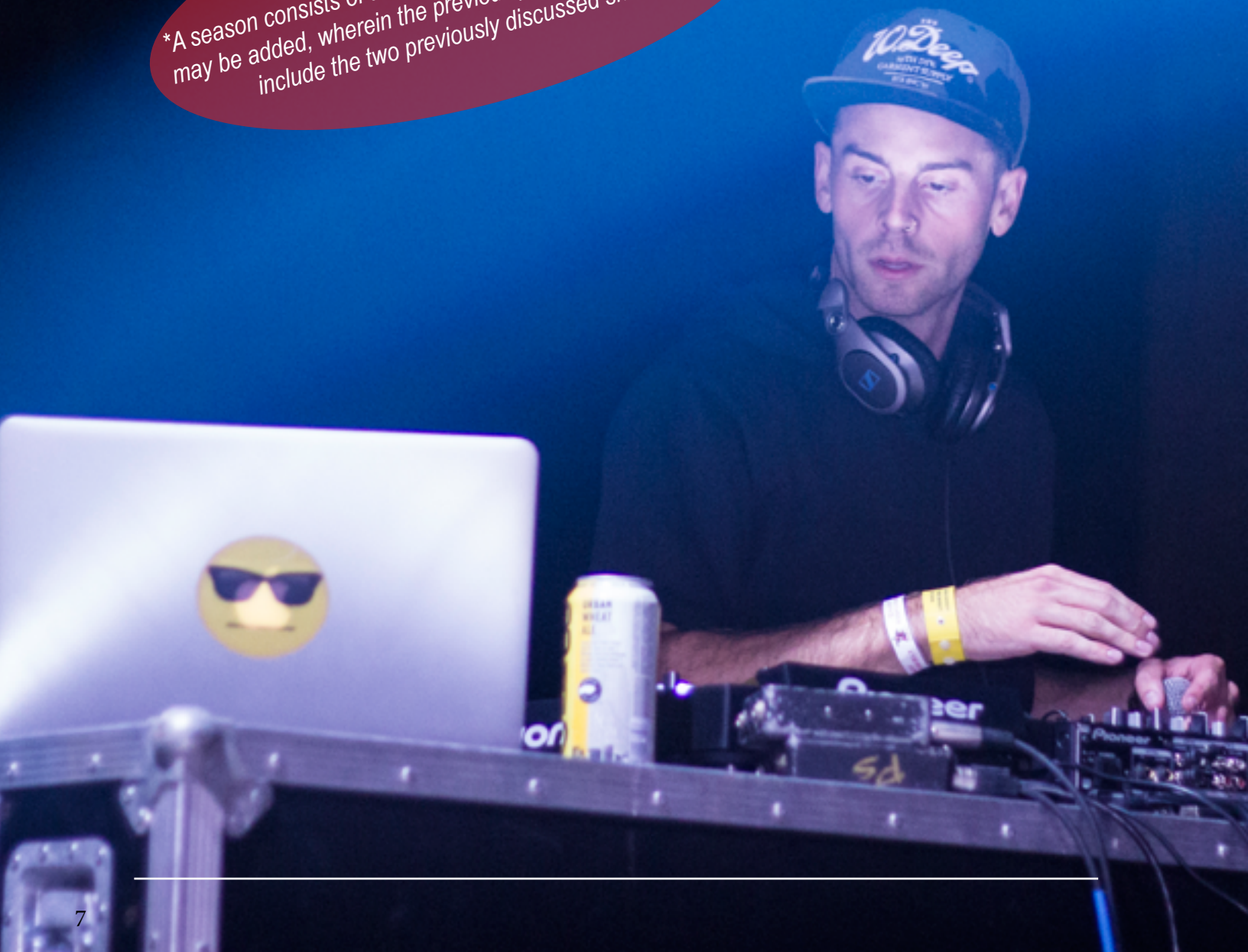
- Third-tier placement on the press wall
 - Banner placement
- Third tier placement on the ChirpFest website
 - Social Media Advertisement
 - One retail booth
- DJ announcement of company after every hour set

Sponsorship Perks:

- 15 VIP tickets
- Private table in VIP
- 15 food tickets
- 30 drink tickets

Season Deal: \$8,000*

*A season consists of two festivals in one year. More festivals may be added, wherein the previously made season deal will include the two previously discussed shows.



Cardinal Alumni

\$3,000

- Fourth tier placement on ChirpFest website with alumni recognition
- Access to special alumni VIP seating
- Fourth tier placement on ChirpFest website
 - Banner placement
 - Promotional material
 - Social Media Advertisement

- 10 VIP Tickets
- 20 Drink Tickets
- 10 Food Tickets

\$1,000

- Fifth tier placement on ChirpFest website with alumni recognition
- Access to special alumni VIP seating
- Fifth tier placement on ChirpFest website
 - Banner placement
 - Promotional material

- 6 VIP Tickets
- 6 Drink Tickets
- 3 Food Tickets

\$500

- Access to special alumni VIP seating
- Fifth tier placement on ChirpFest website
 - Banner placement
 - Promotional material
 - Logo Placement

- 3 VIP Tickets
- 3 Drink Tickets
- 1 Food Tickets

Any questions? Please feel free to ask!

We hope to have you as a part of the family!

Christopher Cammack
(260) 452- 6005

Sponsorships@chirpfest.com
www.ChirpFest.com

