



BREATHE

A Slackline & Discovery Festival



Sponsorship & Partnership Packet

July 15-17th, 2016 • Paw Paw, IL

DISCOVERBREATHE.COM



We look forward in welcoming you to the BREATHE family!

In this packet you will discover our partnership and sponsorship packages. We have options for any entity, regardless of size to be involved! We love working with companies one-on-one to ensure your brand is best represented at the event. We have selected you because we know your entity would be a great addition to the BREATHE experience.

With your help we seek to raise individual and collective consciousness while inspiring us all to breathe a little deeper. BREATHE 2015 brought in almost 500 attendees from all across America and we have no doubt this number will grow exponentially every year.



The BREATHE Experience

This 3-day festival held on 36 acres of Midwest farmland is the manifestation of a dream to create a collaborative community of like-minded individuals who value balance, mindfulness and fostering a creative lifestyle. It serves to promote a deeper connection to the self, both spiritually & physically, to others and to the environment.

This transformational festival offers a multitude of opportunities to engage in self-discovery through slacklining, yoga, inspirational talks, drumming, art, music, community, camping, nature and more!

The venue boasts a large pond for swimming and waterlines, a vast open field for longlines, 4 slackline parks, large forest with trails, an open-air yoga barn, campground with RV hook-ups, yurts, glamping tents, modern shower house, picnic pavilion and more!



Are you ready to have your brand discovered?

Here are just a few ways BREATHE can help your brand be seen, heard and felt now and long after the festival ends.

Yearly Promotional Video

Current promo video has reached 28,000 people & counting! Prepare to have your brand seen by thousands of potential new customers.



Live Interaction Exposure

Product booth displays, high traffic area exposure, PA announcements and inclusion in the Grand Prize for The HUNT. Sounds great right?



Social Media Exposure

Our community of online followers is growing by the minute. Joining forces is a win-win!



Festival T-Shirt

These shirts are popping up all over the world. Are you ready for the positive exposure?



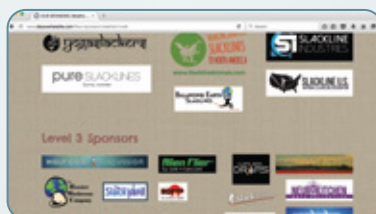
Raffle / Product Giveaways

This is one of the best ways to get your brand / product in the hands of potential lifelong customers.



Website Recognition

Let BREATHE give your business a platform to be seen by the world and a storefront that will last all year long.



Platinum Partner \$1,500

This is the highest level of sponsorship opportunity for BREATHE. This package yields the most exposure, integration and opportunity for your business to get involved. Platinum partners are elite partners that we work side-by-side with to develop a custom brand integration plan. Exposure specifics include but not limited to:

On-Site Live Interaction Exposure

- Your logo / banner / messaging placed in our most high traffic areas of the festival that includes but not limited to the main entrance check in, raffle booth and beach pond areas. *(These items must be provided)*
- Your logo / business name integrated in an area of your choice on our festival map. *(View details on Page 11)*
- You will have the opportunity to manage a large booth of your own promoting your brand and interacting with attendees.
- 3 PA announcement callouts over the course of the festival weekend.
- Have your product be included as part of the GRAND PRIZE for THE HUNT, which is a multi-stage adventure where attendees decipher clues while racing to unlock the grand prize. The opening of the grand prize and your product will be shown in the yearly promo video. *(Current promo video has reached 28,000 people & counting!)*

Raffle Booth Exposure

- Your product placed in the BREATHE raffle. The raffle has been a highlight for all BREATHE attendees.
- Space will be provided at the raffle booth for your entity to display free takeaways such as stickers, keychains & samples. *(These items must be provided)*

T-Shirt, Website, Yearly Promo Video Exposure

- Your logo printed in the Platinum Partner large logo area on the back of the t-shirt. *(View details on Page 9)*
- Your logo will take its rightful place in the Platinum Partner large logo areas of our website. This includes the homepage and the our sponsors page. *(View details on Page 10)*
- Your logo integrated during the credits of our yearly promotional video. *(Current promo video has reached 28,000 people & counting! Prepare to get your brand seen by thousands of potential new customers)*

Photography

- 5 professional digital photographs at minimum will be provided showcasing attendees interacting with your brand / product. You will have full creative license to use these however you wish. *(View details on Page 12)*

Social Media Exposure

- 5 Facebook *(2 boosted with ad credits)* & Instagram posts displaying cross promotional support.

Ticket Giveaways

- 6 complimentary 3-Day Full Event Pass entries to give away for promotional opportunities or for personal use. *(\$900 Value)*

Discount Promo Codes

- A 15% OFF ticket price discount will be provided to use as a promotion for your community / customers.
- Having your entity provide BREATHE its own discount code to purchase goods / services is a great way to cross promote.

Gold Partner \$750

This is the secondary level of sponsorship opportunity for BREATHE. This package yields large exposure, integration and opportunity for companies to get involved.

Exposure specifics include but not limited to:

On-Site Live Interaction Exposure

- Your logo / banner / messaging placed in 1 of our most high traffic areas. Your choice of the main entrance check in, raffle booth or beach pond area. *(These items must be provided)*
- Your logo / business name integrated in a small area of your choice on our festival map. *(Salmon colored circles. Details on Page 11)*
- You will have the opportunity to manage a small booth (10' x 10') or smaller of your own to promote your brand and interact with attendees.
- 1 PA announcement callout at the festival.
- Have your product be included as part of the GRAND PRIZE for THE HUNT, which is a multi-stage adventure where attendees decipher clues while racing to unlock the grand prize. The opening of the grand prize and your product will be shown in the yearly promo video. *(Current promo video has reached 28,000 people & counting!)*

Raffle Booth Exposure

- Your product placed in our raffle. The raffle has been a highlight for all BREATHE attendees.
- Space will be provided at the raffle booth for your entity to display free takeaways such as stickers, keychains & samples. *(These items must be provided)*

T-Shirt, Website, Yearly Promo Video Exposure

- Your logo printed in the Gold Partner medium logo area on the back of the t-shirt. *(View details on Page 9)*
- Your logo will take its rightful place in the Gold Sponsor area on the [our sponsors page](#) of our website. *(View details on Page 10)*
- Your logo integrated during the credits of our yearly promotional video. *(Current promo video has reached 28,000 people & counting! Prepare to get your brand seen by thousands of potential new customers)*

Photography

- 3 professional digital photographs at minimum will be provided showcasing attendees interacting with your brand / product. You will have full creative license to use these however you wish. *(View details on Page 12)*

Social Media Exposure

- 2 Facebook *(1 boosted with ad credits)* & Instagram posts displaying cross promotional support.

Ticket Giveaways

- 4 complimentary 3-Day Full Event Pass entries to give away for promotional opportunities or for personal use. *(\$600 Value)*

Discount Promo Codes

- A 15% OFF ticket price discount will be provided to use as a promotion for your community / customers.
- Having your entity provide BREATHE its own discount code to purchase goods / services is a great way to cross promote.

Silver Partner \$350

This is the third level of sponsorship opportunity for BREATHE. This package yields exposure, integration and opportunity for companies to get involved.

Exposure specifics include but not limited to:

On-Site Exposure

- 1 PA announcement callout at the festival.
- Have your product be included as part of the GRAND PRIZE for THE HUNT, which is a multi-stage adventure where attendees decipher clues while racing to unlock the grand prize. The opening of the grand prize and your product will be shown in the yearly promo video. *(Current promo video has reached 28,000 people & counting!)*

Raffle Booth Exposure

- Your product placed in our raffle. The raffle has been a highlight for all BREATHE attendees.
- Space will be provided at the raffle booth for your entity to display free takeaways such as stickers, keychains & samples. *(These items must be provided)*

T-Shirt, Website, Yearly Promo Video Exposure

- Your logo printed in the Silver Partner small logo area on the back of the t-shirt. *(View details on Page 9)*
- Your business name large on the our sponsors page of our website. *(View details on Page 10)*
- Your business name large during the credits of our yearly promotional video. *(Current promo video has reached 28,000 people & counting! Prepare to get your brand seen by thousands of potential new customers)*

Photography

- 2 professional digital photographs at minimum will be provided showcasing attendees interacting with your brand / product. You will have full creative license to use these however you wish. *(View details on Page 12)*

Social Media Exposure

- 2 joint Facebook & Instagram posts with other silver partners displaying cross promotional support.

Ticket Giveaways

- 2 complimentary 3-Day Full Event Pass entries to give away for promotional opportunities or for personal use. *(\$300 Value)*

Discount Promo Codes

- A 10% OFF ticket price discount will be provided to use as a promotion for your community / customers.
- Having your entity provide BREATHE its own discount code to purchase goods / services is a great way to cross promote.

Bronze Partner

DONATION OF GEAR FOR RAFFLE

This is the fourth level of sponsorship opportunity for BREATHE. This package yields exposure, integration and opportunity for companies to get involved.

Exposure specifics include but not limited to:

Raffle Booth Exposure

- Your product placed in our raffle. The raffle has been a highlight for all BREATHE attendees.
- Space will be provided at the raffle booth for your entity to display free takeaways such as stickers, keychains & samples. *(These items must be provided)*

T-Shirt, Website, Yearly Promo Video Exposure

- Your business name printed on the back of the t-shirt. *(View details on Page 9)*
- Your business name small on the [our sponsors page](#) of our website. *(View details on Page 10)*
- Your business name small integrated during the credits of our yearly promotional video. *(Current promo video has reached 28,000 people & counting! Prepare to get your brand seen by thousands of potential new customers)*

Social Media Exposure

- 1 joint Facebook & Instagram post with other bronze partners displaying cross promotional support.

T-Shirt Exposure

Your logo on the back of the BREATHE shirt is one of the best ways to get noticed on a regular basis during and well after the festival. Let your name live on as a legendary partner of BREATHE!



Rock Exotica
Integrative Wellness Group
Twelve Limbs Art Studio
I Love Sick Drops
Hoosier Mushroom Company
Slackline U.S.
Vertical Endeavors
Moksha Yoga Center
Stonehouse Farm
Lawson Hammock
Danny Beck
Austria Alpin

Balance Yoga, Carmel, IN.
The Slackyard
Hop On Slacklines
Alien Flier Slacklines
Pro Prints Gear
Core Marketing & Design
Voodoo Slacklines
Sinister Slacklines
First Ascent Climbing
This Bar Saves Lives
Balancing Earth Slacklines
Holy Goat Percussion

Platinum Partners
Large Logo Area

Gold Partners
Medium Logo Area

Silver Partners
Small Logo Area

Bronze Partners
Business Name as Text

BREATHE Website Exposure

Your logo placed and linked out to on our BREATHE website is a great place to connect with our community before and after the festival. Platinum partners will be featured on the [homepage](#) & [our sponsors page](#). All sponsor partners will be featured on the [our sponsors page](#).



Platinum partner logos will be highlighted on the [BREATHE homepage](#). Take a front row seat to brand exposure at it's finest!



Platinum & Gold partner logos will be showcased on the [Our Sponsors Page](#).

Silver & Bronze partners will have their business name showcased on the [Our Sponsors Page](#).

Countless Exposure and Cross Promotion Opportunities!



The BREATHE Festival grounds offer a vast amount of space to display promotional banners, product stations and brand displays.

We'll work side by side with you to create a customized plan to bring your brand, business, or product into the limelight.



BREATHE SPONSORS

PLATINUM
\$1,500

GOLD
\$750

SILVER
\$350

BRONZE
GEAR DONATION

	PLATINUM	GOLD	SILVER	BRONZE
Festival Grounds	Customized plan to have your messaging in multiple high-traffic areas	Your brand / messaging integrated into 1 high-traffic area		
Festival Map / Handout Exposure	Your logo / name integrated into any slackline park or area of your choice	Your logo / name integrated into 1 small area of your choice		
Product Booth	Large product booth allowed	Small product booth allowed. 10' x 10' or smaller		
PA Announcements	3	1	1	
Inclusion into The HUNT'S Grand Prize				
Raffle Booth Product Placement				
Raffle Booth Takeaway Space				
Festival T-Shirt	Large logo	Medium logo	Small Logo	Printed name
BREATHE Website	Large logo on Homepage & the Our Sponsors page	Small logo on the Our Sponsors page	Printed name / link large on the Our Sponsors page	Printed name / link small on the Our Sponsors page
Yearly Promo Video	Video clip of your product in use at the festival & large logo in credits	Small logo in credits	Printed name large in credits	Printed name small in credits
Photography	5 digitally professionally retouched photos of your product in use at the fest.	3 digitally professionally retouched photos of your product in use at the fest.	2 digitally professionally retouched photos of your product in use at the fest.	
Social Media Postings	5 Facebook (2 boosted with ad credits) & Instagram posts	2 Facebook (1 boosted with ad credits) & Instagram posts	2 joint posts with all silver sponsors	1 joint post with all bronze sponsors
Ticket Giveaways	6 complimentary full event pass tickets valued at \$900	4 complimentary full event pass tickets valued at \$600	2 complimentary full event pass tickets valued at \$300	
Discount Codes	15% OFF code for your community	15% OFF code for your community	10% OFF code for your community	

Give us a shout today!

We look forward to working with your company one-on-one to make sure your brand is best represented at BREATHE. We also LOVE ideas for integration and promotional opportunities that our partners come up with as well so please don't hesitate in reaching out to start a dialog. Join the movement and BREATHE with us!

- Sponsorship commitment is required before: **June 15, 2016**
- Please have any deliverables in our hands by: **July 10, 2016**
- Checks can be made to: **Chicago Slackliners Association**
- Point of contact for all sponsorship opportunities:
Dakota Collins
(970) 412 4422
sponsorbreathe@gmail.com
- Send banners, schwag, promotional items, raffle items, and payments to:
Michael Matrejek
938 North Elston Ave. #1
Chicago, IL 60642
- Event contact team:
discoverbreathe.com
discoverbreathe@gmail.com
(630) 815 1719
- Official festival date: **July 15-17, 2016**
- Official festival address:
Stonehouse Farms
3719 Suydam Road
Paw Paw, IL, 60518

