



The Musefest is an annual, three-day music festival just outside of Ithaca, NY. This year is the 9<sup>th</sup> consecutive year, and will be held August 22-24<sup>th</sup>.

This not-for-profit event showcases the best acts of many genres from the central New York region and beyond, and encompasses many genres of music as well as local food and craft vendors.

More than 30 diverse and talented musical groups will be performing throughout the weekend, many donating their time and talents for the sake of this community organization.

Last year, thousands of people attended for the weekend, all sharing in a wonderful festival experience. Our community has embraced the festival since its humble beginnings and we hope that Musefest will give back ten fold to the community.

Your name and good image will reach thousands of people this summer. The the last eight years, Musefest has been a tremendous success, and we are certain that this year will be even better. Please choose to support our local music scene today. Review the generous advertising opportunities on the next page, choose the package that best suits your needs, and contact us if you have any questions.

If you are interested in being involved, contact us at 607-387-9460 or at [musefest@yahoo.com](mailto:musefest@yahoo.com)

We express our sincere thanks and appreciation for your contribution and support of live, local music.

### **Facts about advertising in the Muse Magazine**

#### **Distribution:**

The Muse magazine is printed annually and distributed throughout Central New York and the Northeast throughout the summer beginning in June and running until the event in August.

Distribution is handled by dedicated festival team members, including performers and volunteers at many outdoor music events. We focus our efforts to place the magazine in readers hands, making every attempt not to waste any magazines.

Additional distribution has been provided by The Pennysaver newspapers, including 30 urban drops and over 20 rural drops (Danby, Newfield, VanEtten, Spencer, Slaterville, Brooktondale, Romulus, Interlaken, Willard, Ovid, Lodi, Hector, Trumansburg, Jacksonville, Mecklenburg and more).

Muse Magazine is distributed in each major city in upstate NY, with thousands of magazines reaching Buffalo, Rochester, Syracuse, Utica, Binghamton, Cortland, Elmira and points in between. In addition, we also distribute magazines as far away as Maine, Ohio, throughout Pennsylvania and West Virginia.

**We take magazines anywhere music lovers congregate!**

**Returning advertisers receive a 10% discount!**

### **Early Bird Discount:**

Submit your ad and payment in full by April 19<sup>th</sup> and enjoy a 10% discount on all ads half page and smaller!

## **Musefest Advertising Packages**

### ● **Patron of Musefest**

- Full Page Ad
- Logos on Musefest.org website

Please choose one option:

- Color** -Back cover available for \$1600
- Color** – Inside front cover available for \$1300
- Color** – Inside back cover available for \$1300
- Color** – Interior pages of magazine for \$900
- B&W**- Throughout magazine for \$750

**Color pages are limited. Do not delay if you want a color ad!**

**All Patrons receive:**

- Full page advertising in Muse Magazine
- Company logo/link at Musefest.org homepage and sponsor page

### ● **Supporter of Musefest**

- Half Page Ad
- Logos on Musefest.org website

Please choose on option:

- Color**-Throughout magazine for \$500
- B&W**-Throughout magazine for \$400

**Color pages are limited. Do not delay if you want a color ad!**

**All Supporters receive:**

- Half page advertising in Muse Magazine
- Company logo/link at Musefest.org ticket page and sponsor page

### ● **Friend of Musefest**

- Quarter Page Ad
- Link on Musefest.org website

Please choose an option:

- Color**-Throughout magazine for \$250
- B&W**-Throughout magazine for \$200

**Color pages are limited. Do not delay if you want a color ad!**

**All Friends receive:**

- Quarter page advertising in Muse Magazine
- Link at Musefest.org sponsor page.

### ● **Business Card ads (1/8 page) are only \$125!**

**Remember: Returning advertisers receive a 10% discount**

**Musefest Sponsorship Packages available:**

**A new option available this year is sponsorship of one or more events at Musefest!**

**We will create any package available that is mutually beneficial, contact us for details: 607-387-9460 or via email**

**Muse Magazine advertisers receive a discount on Sponsorship Packages!**

**Field Stage Sponsorships-\$1000 per day:**

-Show your support of the Musefest by sponsoring our Field Stage!

**-Sponsorship benefits include**

-Logo/Link at Musefest.org website

-Banner (you provide) on Field Stage throughout festival weekend

-Space for Vending/Information Booth near Field Stage

-6 All Access Laminates

-2 Musefest T-Shirts

-Invitation to Musefest pre-party/early arrival on Thursday, August 21

-Mention in press releases and newspapers

-Announcements from stage throughout day/night of sponsorship (our emcees)

**-Proceeds assist in maintaining the field stage, providing hospitality for performers and crew members, and assuring a fantastic weekend of music at this years Musefest!**

**Cafe Stage Sponsorships- \$700 per day:**

-Show your support of the Musefest by sponsoring our Cafe Stage!

**-Sponsorship benefits include**

-Logo/Link at Musefest.org website

-Banner (you provide) on Cafe Stage throughout festival weekend

-Space for Vending/Information Booth near Cafe Stage

-4 All Access Laminates

-2 Musefest T-Shirts

-Invitation to Musefest pre-party/early arrival on Thursday, August 21

-Mention in press releases and newspapers

-Announcements from stage throughout day/night of sponsorship (our emcees)

**Solar Stage Sponsorships-\$350 per day:**

-Show your support of the Musefest and Sustainable Energy by sponsoring the Solar Stage!

**-Sponsorship benefits include**

-Logo/Link at Musefest.org website

-Banner (you provide) at Solar Stage throughout festival weekend

-Space for Information Booth near Solar Stage

-2 All Access Laminates

-2 CDs from artists performing at Musefest's Solar Stage

-Invitation to Musefest pre-party/early arrival on Thursday, August 21

-Mention in press releases and newspapers

-Announcements from stage throughout day/night of sponsorship (our emcees)

**-Proceeds from sponsorship support the solar stage and its crew, and provide opportunities for future sustainable energy options at Musefest and beyond!**

### **Performer Sponsorships-\$250:**

**-Your organization can sponsor a performer at this years Musefest!**

**-Sponsorship benefits include:**

- 2 All Access Laminates
- Invitation to Musefest pre-party/early arrival on Thursday, August 21.
- 2 Musefest T-Shirts
- 2 CDs of sponsored performer
- Link at Musefest.org sponsor page
- Introduction from stage (by our emcees) before/after performers scheduled set.

**-Proceeds from sponsorship go directly to providing amenities for performers including: transportation costs, hospitality, ticketing costs, etc.**

### **Kiddie Village Sponsorships-\$150:**

**-Help support the ever popular childrens area at Musefest!**

**-Sponsorship benefits include**

- 2 All Access Laminates
- Invitation to Musefest pre-party/early arrival on Thursday, August 21.
- 2 Musefest T-Shirts
- Thank you from stage (by our emcees)

**-Proceeds help with purchase of supplies for Village, including arts and crafts, maintaining toys and activities and general safety precautions. Your sponsorship also allows us to keep our Family Camping area free of charge to adult festival goers with younger festival goers.**

### **Drum Circle Sponsorships-\$150:**

**-Sponsor the ongoing drum circle at this years Musefest!**

**-Sponsorship benefits include**

- 2 All Access Laminates
- Invitation to Musefest pre-party/early arrival on Thursday, August 21.
- 2 Musefest T-Shirts
- Thank you from stage (by our emcees)

**-Proceeds from sponsorship go directly to providing amenities for drum circle including: set up costs, firewood, safety precautions, etc.**

### **Musefest Volunteer Sponsorships-\$150:**

**-Support our hard working volunteers that keep Musefest going!**

**-Sponsorship benefits include**

- 2 All Access Laminates
- Invitation to Musefest pre-party/early arrival on Thursday, August 21.
- 2 Musefest T-Shirts
- Thank you from stage (by our emcees)

**-Proceeds support our volunteers throughout the weekend, and during set up and clean up efforts. Without our hard working volunteers, there would be no festival, thanks for**

**your support.**