



2026 PARTNER OPPORTUNITIES

Where Community Investment Becomes Community Impact

For 37 years, Valleyfest has been Spokane Valley's premier celebration—bringing together families, businesses, and neighbors for three days of connection, culture, and community pride. Your partnership doesn't just sponsor an event; it sustains a Valley tradition. Here's a look of Valleyfest 2025 by the numbers.

38,750

Attendees
across three
days

96

Television
commercials
on KHQ/KXLY

26,000+

Annual website visitors

6,100+

Engaged
social media
followers

276,768

Digital ad impressions

234

Local vendors
and artisans
featured

225

Dedicated
volunteers

36

Performing
acts across
three
entertainment
stages

1.6 million

In local economic impact

4,150+

Email subscribers
open rate 3x industry average

77

Parade entries celebrating
Spokane Valley

THE VALLEYFEST DIFFERENCE

What makes Valleyfest unique isn't just our longevity—it's our mission. Valleyfest is completely free to attend. Every partnership dollar directly enables this accessibility, ensuring cost is never a barrier for Valley families to celebrate together.

Authentic Community Connection Unlike traditional advertising that interrupts, Valleyfest partnerships associate your brand with positive, memorable family experiences. When 30,000 people see your logo at the festival, they see a company that shares their values: community, family, diversity, and accessibility.



WHY PARTNER WITH VALLEYFEST

Unmatched ROI Valleyfest delivers impressions at \$0.05-\$0.09 per impression—a fraction of traditional advertising costs. A \$3,000 partnership delivers what would cost \$7,700-\$11,300 through conventional media channels.

Year-Round Visibility Your partnership extends far beyond September. From Cycle Celebration in July through year-round digital engagement, sponsors receive continuous exposure across multiple platforms and touchpoints.

Your sponsorship is 100% tax-deductible as a charitable contribution. As a 501(c)(3) nonprofit organization, partnerships with Valleyfest offer both community impact and tax benefits. *(Consult your tax advisor for specific guidance.)*

A majority of attendees are Spokane Valley residents and Inland Northwest families—your exact target market.



Partnership Levels at a Glance		In-Kind Donations	Hearts of Gold \$600	Partner Sponsors \$1,200	Adventure Advocate \$3,000	Community & Family \$6,600	Main Events \$12,000	Entertainment & Media \$18,000
	Media Kit Access	•	•	•	•	•	•	•
	Parade Entry	•	•	•	•	•	•	•
	Website Logo Placement		•	•	•	•	•	•
	Social Media Posting		•	•	•	•	•	•
	Banner Display at Festival		•	•	•	•	•	•
	Logo on Select Promotional Material			•	•	•	•	•
	Email Marketing			•	•	•	•	•
	Stage Promotional Announcements				•	•	•	•
	Print Media Recognition <i>(In select publications)</i>					•	•	•
	Premium Social Media Feature					•	•	•
	Logo Placement in TV Commercial(s)					•	•	•
	Logo on T-Shirts					•	•	•
	Choice of Title Sponsorship <i>(One of three festival stages or the NEW Valleyfest Pull-out guide in The Current)</i>							•
	VIP Recognition at all Events							•
	Booth(s) at Valleyfest (\$475 value)				•	•	•	•



2026 PARTNERSHIP LEVELS

TRADITIONAL ADVERTISING VS. VALLEYFEST PARTNERSHIP

A Valleyfest partnership delivers multi-channel exposure at a fraction of traditional advertising costs—plus the invaluable benefit of community goodwill.

All partnerships are fully customizable—you can apply your investment to any event or category that aligns with your brand and marketing goals.

HEARTS OF GOLD (\$600)

Partnership Type: General donation, can be applied to any event

What You Receive:

- Website logo placement (26,000 annual visitors)
- Social media recognition (6,100+ followers)
- Banner display at festival Saturday & Sunday (30,000 attendees)

Estimated Total Impressions: 12,000+

Cost Per Impression: \$0.05

Traditional Advertising Equivalent:

- 12 radio spots on local station: \$960-\$1,440
- Small print ad series: \$600-\$900

TOTAL TRADITIONAL COST: \$1,560-\$2,340

Your Savings: \$960-\$1,740

Partner Sponsors (\$1,200)

Partnership Type: General donation, can be applied to any event

What You Receive:

- Website logo placement (26,000 annual visitors)
- Enhanced website presence with backlink (SEO value)
- Social media recognition (6,100+ followers)
- Banner display at festival Saturday & Sunday (30,000 attendees)
- Logo on select promotional materials
- Email marketing exposure (4,150+ subscribers, 37.7% open rate)

Estimated Total Impressions: 25,000+

Cost Per Impression: \$0.048

Traditional Advertising Equivalent:

- 25 radio spots: \$2,000-\$3,000
- Quarter-page print ads: \$900-\$1,400
- Basic digital campaign: \$1,200-\$1,800

TOTAL TRADITIONAL COST: \$4,100-\$6,200

Your Savings: \$2,900-\$5,000

ADVENTURE ADVOCATE (\$3,000)

Featured Events: Cycle Celebration (July event), Fishing at the Falls, 5k/10k River Run

What You Receive:

- Website logo placement (26,000 annual visitors)
- Enhanced website presence with backlink (SEO value)
- Social media recognition (6,100+ followers)
- Banner display at your selected event (Cycle Celebration in July, or Fishing/River Run on Saturday)
- Email marketing exposure (4,150+ subscribers, 37.7% open rate)
- Announcer recognition between stage performances
- Event-specific promotional materials and signage
- Festival booth opportunity (valued at \$475)
- Recognition in race/event participant communications
- Goodie Bag opportunities available at Cycle Celebration and the River Run

Estimated Total Impressions: 45,000+

Cost Per Impression: \$0.067

Traditional Advertising Equivalent:

- 40 radio spots: \$3,200-\$4,800
- Event signage & materials: \$2,000-\$3,000
- Digital advertising campaign: \$2,500-\$3,500

TOTAL TRADITIONAL COST: \$7,700-\$11,300

Your Savings: \$4,700-\$8,300

COMMUNITY & FAMILY (\$6,600)

Featured Events: CultureFest (including Woven Tapestry Stage), Pancake Breakfast, Miss Spokane Valley

What You Receive:

- Website logo placement (26,000 annual visitors)
- Enhanced website presence with backlink (SEO value)
- Your choice of banner display at the Woven Tapestry Stage, Pancake Breakfast, Miss Spokane Valley Float
- Logo on select promotional materials
- Email marketing exposure (4,150+ subscribers, 37.7% open rate)
- Announcer recognition between stage performances
- Festival booth opportunity (valued at \$475)
- Print media recognition in local publications
- Premium social media features and storytelling
- Logo on T-shirts distributed to volunteers and participants

Estimated Total Impressions: 85,000+

Cost Per Impression: \$0.078

Traditional Advertising Equivalent:

- 70 radio spots: \$5,600-\$8,400
- Print advertising series: \$3,500-\$5,000
- Digital marketing campaign: \$4,000-\$6,000
- Event branding & materials: \$3,000-\$4,500

TOTAL TRADITIONAL COST: \$16,100-\$23,900

Your Savings: \$9,500-\$17,300

MAIN EVENTS (\$12,000)

Featured Events: Your choice of headline sponsor for Hearts of Gold Parade, Car Show, TotFest, or STEAM

What You Receive:

- Headline sponsor status for your choice of event with prominent branding
- Website logo placement (26,000 annual visitors)
- Enhanced website presence with backlink (SEO value)
- Banner display at selected event
- Logo on select promotional materials
- Email marketing exposure (4,150+ subscribers, 37.7% open rate)
- Announcer recognition between stage performances
- Festival booth opportunity (valued at \$475)
- Print media recognition in local publications
- Premium social media features and storytelling
- TV commercial inclusion
- Logo on T-shirts distributed to volunteers and participants

Estimated Total Impressions: 140,000+

Cost Per Impression: \$0.086

Traditional Advertising Equivalent:

- TV commercial package: \$10,000-\$15,000
- Print advertising: \$5,000-\$7,500
- Event branding package: \$5,000-\$8,000

TOTAL TRADITIONAL COST: \$20,000-\$30,500

Your Savings: \$8,000-\$18,500

ENTERTAINMENT & MEDIA (\$18,000)

Featured Components: Your choice of title sponsor of the Meadow Stage, Family Stage, West Lawn Stage or the promotional pull-out guide distributed in The Current

What You Receive:

- Title sponsor of your choice: Meadow Stage, Family Stage, West Lawn Stage (Saturday & Sunday only), OR promotional pull-out guide in *The Current* (15,500 printed issues)
- Website logo placement (26,000 annual visitors)
- Enhanced website presence with backlink (SEO value)
- Logo on select promotional materials
- Email marketing exposure (4,150+ subscribers, 37.7% open rate)
- Announcer recognition between stage performances and from the MC's
- Up to 3 Festival booths (valued at \$1,425)
- Premium print media recognition in local publications
- Premium social media features and storytelling
- TV commercial inclusion
- Logo on T-shirts distributed to volunteers and participants
- VIP recognition

Estimated Total Impressions: 200,000+

Cost Per Impression: \$0.09

Traditional Advertising Equivalent:

- Comprehensive TV campaign: \$15,000-\$20,000
- Print media campaign (pull-out guide equivalent): \$12,000-\$18,000
- Digital advertising package: \$8,000-\$12,000
- Event branding & on-site presence: \$8,000-\$12,000

TOTAL TRADITIONAL COST: \$43,000-\$62,000

Your Savings: \$25,000-\$44,000