



## 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.**



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							

Partnership Levels at a Glance	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 (In select publications)					•	•
	Premium Social Media Feature					•	•
	Logo Placement in TV Commercial(s)					•	•
	Logo on T-Shirts					•	•
	Choice of Title Sponsorship (One of three festival stages or the NEW Valleyfest Pull-out guide in The Current)						•
	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**