



Zion Canyon Music Festival

126 Lion Boulevard – P.O. Box 187

Springdale, Utah 84767

www.ZionCanyonMusicFestival.com

435-772-3434 fax 435-772-3952

Promoting Solar Power in Southern Utah

Dear Friend,

Beautiful Zion National Park in Southern Utah provides the backdrop for the third annual Zion Canyon Music Festival on September 23-24, 2011, when the festival will once again fill Zion Canyon with music. The festival committee is currently developing the festival lineup, which will include several well-known bands and a mix of music including reggae, blues, jazz, rock and country music. For the past two years, the Zion Canyon Music Festival has brought together local and nationally known bands in a family friendly, community oriented atmosphere. This year will be no exception, *except this year will be **free** to attend the Festival.*

Held on the ball field in the Springdale Town Park, those who have attended the event have experienced a variety of original art, handmade musical instruments and fine craft vendors as well as several local restaurant booths, including Springdale's Bit and Spur Restaurant, Café Soleil and the Springdale Fruit Company. The event also includes locally produced beer provided by the Zion Canyon Brewing Company.

We hope you will join the Town of Springdale with sponsorship support that will enhance the cultural climate of Southern Utah and promote our many outdoor opportunities. The festival is a "Leave No Trace" festival. Proceeds from the festival will benefit Springdale's solar power project and the development of renewable energy resources in Southern Utah. Springdale currently has 9.4kW of solar power generation installed and is working to install an additional 44.8kW of solar power in the next few months.

During the 2010 Festival, two solar companies provided solar arrays to help offset the power used by the festival. We are pleased to announce that through their help the festival returned more power to the grid than was used, truly making the Festival a solar powered event.

Southern Utah is home to world class hiking, canyoneering and mountain biking. This year, in addition to renewable energy, the Festival will focus on outdoor recreation and the recreation resources found in and around Zion National Park.

Festival attendance for the past two years has been near 1000 people. We believe that over time the Festival will grow both in popularity and attendance and with no admission cost, we expect this year's festival to far surpass previous year's attendance levels. This is a great opportunity to promote your name and business in a family friendly environment.

Levels and benefits of festival sponsorship:

Platinum \$800+

Your name/logo listed on the festival website *with* a link to your business, a spot on the ball field fence for you to display an individual company banner (up to 4' x 6'), your name/logo on all festival promotional materials and included in radio advertising and other media spots, public recognition of your sponsorship from the festival main stage during the festival.



Gold	\$400+	Your name/logo listed on the festival website <i>with</i> a link to your businesses, your name/logo on a banner of Gold level sponsors and your name/logo on festival promotional materials such as posters, brochures and emails, public recognition of your sponsorship from the festival main stage during the festival.
Silver	\$200+	Your name listed on the festival website <i>with</i> a link to your business and your name listed on a banner with other Silver level sponsors.
Bronze	\$100+	Your name listed on the festival website as a sponsor.
Merchandise/Gear		In the event cash is tight but a donation of merchandise is a possible, we will gladly accept donations of merchandise that we can use in promotions, marketing and festival auctions. Sponsorship credit will be given at the above levels for retail value of merchandise.



This year, the festival committee set a goal of making the Festival free to the public. We need help from sponsors like you to achieve this goal and keep the Festival going into the future. Sponsorship gives you the opportunity to not only market and advertise your business, but truly support an excellent community event and promote music in Zion Canyon. Any donations are greatly appreciated and checks can be made out to the Town of Springdale. Please specify in the memo that your check is for the Zion Canyon Music Festival, or ZCMF Donation. All donations are tax deductible.

Please take a moment to complete the sponsorship form and return it with your sponsorship donation. Alternatively, we can take donations for the festival by credit card. If you would like to contribute by using a credit card, please call Dawn at the Town office at 435-772-3434. We hope that we will hear from you and thank you for your support. If you have any questions, please contact Rick, Dawn or Julie at the Town of Springdale at 435-772-3434.

See you in September,

Zion Canyon Music Festival Committee and Volunteers

Name _____
 Business _____
 City, State Zip _____
 Day Phone _____ Evening Phone _____
 Email Address _____

- A check in the amount of \$_____ is enclosed, payable to the Town of Springdale with the memo noted: ZCMF Donation.
- Gear/Merchandise support valued at \$_____



How I would like my donation to be applied:

- General Festival Support – to help ensure the continuation of the festival
- Renewable Energy Support – to specifically help develop renewable energy resources in Southern Utah

Recognition of Sponsorship:

Website link: _____

Logos can be emailed to rwixom@infowest.com. Please send a high resolution image suitable for printing.