



CONNECT to Downtown

-  Garden City BrewFest
-  Out to Lunch
-  Unseen Missoula
-  River City Roots Festival
- and more!



2025 SPONSORSHIP OPPORTUNITIES



CONNECT ...the why



Building the Economy: MDA's community events bring the community and visitors to the heart of Missoula who spend time and money in our city center.

Access for All: We believe everyone should have access to quality community events free of charge - all MDA events are open to the public with no admission fee. Support from local businesses help keep events free for all.

Business Exposure: Sponsorship of MDA events gives you direct contact with attendees. This exposure allows you to have 'top-of-mind' awareness when individuals think and talk about businesses in Missoula.

Business Reflection: Supporting MDA events reflects positively on you and your business - potential customers associate your business with community events that benefit everyone.

Supporting What You Love about Downtown: Revenues generated from MDA events help fund non-revenue generating programs. Examples include flower baskets, holiday decor, Downtown Gift Cards, marketing, advocacy, and more.

Missoula's Sense of Place: MDA community events contribute significantly to our sense of place. They help form our community character and create a place folks want to live, work, and play in.

Keeping it Local: Your sponsorship dollars keep money circulating in our local economy. Sometimes that one dollar can circulate up to seven times when spent with a local business or non-profit organization.

Supporting the MDA: Your support of these events contributes significantly to the MDA's mission to "promote, support, and enhance the vitality of Downtown Missoula for the betterment of our community."



WINTER BrewFest

SATURDAY FEBRUARY 22

Missoulians are more than willing to come out and enjoy brews and family activities no matter the weather - even in the dead of winter! Winter BrewFest is aimed at bringing the community out to enjoy the snow and enjoy local, Montana-Only Beers, Ciders, & Seltzers. Sponsorship opportunities allow your business to take center stage during the event and get in front of several thousand lovers of winter.

POLAR VORTEX TITLE SPONSORSHIP - \$3,500 (ONE AVAILABLE)

1. Logo on all 2025 ordered Winter BrewFest glasses
2. Banner(s) at the event
3. Logo on posters
4. Logo on print advertising
5. Sponsor recognition in all radio ads
6. Recognition on TV and Radio interviews done by MDA staff
7. Recognition in emcee announcements
8. Recognition on all Social Media posts
9. Twelve (12) FREE Admissions

Note: If craft brewery, exclusivity as only brewery sponsor; 4 taps at event

SNOW SQUALL SPONSORSHIP \$1,500 (ONLY FOUR AVAILABLE)

1. Banner at the event
2. Logo on posters
3. Logo on print advertising
4. Sponsor recognition in all radio ads
5. Recognition in emcee announcements
6. Recognition on all Social Media posts
7. Six (6) FREE Admissions

FRESH POWDER SPONSORSHIP - \$700 (UNLIMITED AVAILABLE)

1. Banner at the event
2. Line credit on posters
3. Line credit on print advertising
4. Recognition in emcee announcements
5. Four (4) FREE Admissions

WINTER SHOP ROW - \$250 (6 SPOTS AVAILABLE)

1. Set up a private, branded 10x10 tent to promote business & sell merchandise
- 2 Two (2) FREE Admissions

APRES SKI SPONSORSHIP- \$300 (UNLIMITED AVAILABLE)

1. Line credit on posters
2. Line credit on print advertising
3. Recognition in emcee announcements
4. Two (2) FREE Admissions



GARDEN CITY BrewFest

SATURDAY
MAY 3

Join us for the 31st edition of Montana's original and longest running BrewFest. This annual rite of spring- created in 1993 by BRIW Inc - was gifted to the Missoula Downtown Association in 2003 and has grown exponentially since. This event is one of the most well-known, prestigious beer festivals in Montana.

BREW MASTER TITLE SPONSORSHIP \$3,500 (ONLY TWO AVAILABLE)

1. Logo on all 2025 Garden City BrewFest ordered glasses
2. Opportunity to have booth at event
3. Banner(s) at the event
4. Logo on posters
5. Logo on print advertising
6. Logo on all Event Volunteer T-shirts
7. Sponsor recognition in all radio ads
8. Recognition on TV & Radio interviews
9. Recognition in emcee announcements
10. Recognition on all Social Media posts
11. Twelve (12) FREE Admissions

HOPS SPONSORSHIP - \$1,500 (ONLY FOUR AVAILABLE)

1. Banner at the event
2. Logo on posters
3. Logo on print advertising
4. Logo on all Event Volunteer T-Shirts
5. Sponsor recognition in all radio ads
6. Recognition on TV and Radio interviews
7. Recognition in emcee announcements
8. Recognition on all Social Media posts
9. Six (6) FREE Admissions

PINT SPONSORSHIP - \$700 (UNLIMITED AVAILABLE)

1. Banner at the event
2. Line credit on full-color posters
3. Line credit on print advertising
4. Recognition in emcee announcements
5. Four (4) FREE Admissions

TASTER SPONSORSHIP - \$300 (UNLIMITED AVAILABLE)

1. Line credit on posters
2. Line credit on print advertising
3. Recognition in emcee announcements
4. Two (2) FREE Admissions



UNSEEN Missoula

APRIL - OCTOBER



Heritage
MISSOULA

Unseen Missoula, a program of Heritage Missoula from the Downtown Missoula Partnership, offers education-based, guided walking tours to showcase Missoula's unique history. The goals are to help Missoulians and their guests connect to our community, foster cultural identity, and promote our heritage experiences for all.

More than 3,000 people have enjoyed the guided walking tours, and thousands more connected to the program through social media since its inception in 2018. The season begins in April and continues through October. Help us continue to grow this program and preserve Missoula's heritage through these unique and exciting guided walking tours!

LEGACY SUPERSTAR - \$1,500 (TWO AVAILABLE)

1. Business co-branded & attached to the tours in all advertising (i.e. "Unseen Missoula brought to you by [business' name]")
2. Logo prominent in all print advertising
3. Logo prominent on website, events & brochures
4. Ability to promote business during all tours and in the "Pop-Up Museum" through various exhibits
5. Sponsor recognition in all radio ads
6. Sponsor recognition in announcements on every tour
7. Free tickets to tours of your choice for your staff

PRESERVATION SUPPORTER - \$500 (UNLIMITED AVAILABLE)

1. Ability to promote business during all tours and in the "Pop-Up Museum"
2. Logo in all print advertising and on website, events & brochures
3. Sponsor recognition in all radio ads
4. Sponsor recognition in announcements on every tour
5. Five (5) FREE tickets to tours of your choice

HISTORY BUFF - UNDER \$250 (UNLIMITED AVAILABLE)

1. Ability to promote business at the "Pop-Up Museum"
2. Line listing on all print advertising and on website, events & brochures
3. Sponsor recognition in announcements on every tour
4. Two (2) FREE tickets to tours of your choice



OUT TO Lunch

DOWNTOWN ToNight

JUNE, JULY & AUGUST

As two of Missoula's longest running events, Out to Lunch and Downtown ToNight have been a staple in the community. From the local food vendors, to music on the stage, to kids activities, both events have something for everyone. As not miss events for residents and visitors alike, this is the perfect opportunity to get in front of thousands of attendees.

Businesses will have the opportunity to sponsor the entire season of Out to Lunch and/or Downtown ToNight, or sponsor space to table during one of the dates.

Out to Lunch will start June 4 and end August 27. Downtown ToNight will start June 5 and end August 28.

FULL SEASON SPONSORSHIP - \$5,000 **(THREE SPOTS AVAILABLE PER EVENT - OUT TO LUNCH OR DOWNTOWN TONIGHT)**

Get the full attention of those attending the OTL & DTTN. Have your business sponsor the whole season (13 weeks)!

1. Logo on missouladowntown.com event page
2. Logo prominent in all print advertising
3. Logo prominent on event signage
4. Ability to promote business with onsite signage
5. Sponsor recognition in all radio ads
6. Sponsor recognition in social media posts
7. Opportunity to table weekly at the event

SPOTLIGHT SPONSORSHIP - \$450 **(TWO SPOTS AVAILABLE PER PROGRAM DAY)**

1. Listing on missouladowntown.com event page
2. Ability to promote business with onsite banner
3. Opportunity to table at the event
4. Sponsor recognition on social media
5. Sponsor recognition in announcements during event
6. Listing on event handbills

SUPPORTER: \$300 OR LESS

1. Listing on missouladowntown.com event page
2. Line listing on event handbills



HOLIDAYS on Higgins

DECEMBER 6

Join us for the 23rd year of Holidays on Higgins (formerly Parade of Lights) and celebrate the official kick-off to the holiday season in Downtown Missoula!

This holiday spectacular brings the community together starting in the morning with family friendly activities held at more than 20 businesses throughout Downtown. Santa arrives to the Missoula Public Library at 11am. Take a stroll by the parked floats along Higgins starting at 4pm and then gather your family and friends for the annual lighting of the Downtown Tree at 6pm. Join in the fun with this community holiday event!

SANTA TITLE SPONSORSHIP - \$2,000 (TWO AVAILABLE)

1. Business co-branded & attached to the event name in all advertising (i.e. "Holidays on Higgins brought to you by [business' name]")
2. Logo prominent in all print advertising
3. Logo prominent on event poster, schedule & handbills
4. Ability to promote business during all daytime activities and parade
5. Sponsor recognition in all radio ads
6. Sponsor recognition in announcements at tree lighting
7. Free float



STAR SPONSORSHIP - \$1,000 (5 AVAILABLE)

1. Sign/table at choice daytime activity
2. Sign/table at Bonfire & Tree Lighting
3. Logo in all print advertising and on event poster, schedule & handbills
4. Sponsor recognition in announcements at tree lighting
5. FREE float

SLEIGH SPONSORSHIP - \$500 (UNLIMITED NUMBER AVAILABLE)

1. Sign/Table at choice daytime activity
2. Line credit on event poster, schedule & handbills
3. Line credit on print advertising
4. Recognition in announcements at tree lighting
5. FREE float

SNOWMAN SPONSORSHIP - \$250 (UNLIMITED NUMBER AVAILABLE)

1. Line listing on event poster & handbills
2. Sponsor recognition in announcements at tree lighting
3. FREE float

CANDY CANE SPONSORSHIP \$250 & UNDER (UNLIMITED NUMBER AVAILABLE)

1. Recognition in announcements at tree lighting

TEDDY BEAR Teas



The time has come to share the magic of Christmas with the children of Missoula! The annual Teddy Bear Tea Parties will be held during the holiday season, taking children on a journey with Santa Claus. Guests enjoy tea and a snack, story time, and crafts.

RUDOLPH TITLE SPONSORSHIP - \$1,000 (TWO AVAILABLE)

1. Business co-branded & attached to the event name in all advertising (i.e. "Teddy Bear Teas brought to you by [business' name]")
2. Logo prominent in all print advertising
3. Logo prominent on website, events & brochures
4. Sponsor recognition in all ads
5. Sponsor recognition in announcements
6. Ten (10) FREE child admission tickets

DASHER SPONSORSHIP - \$500 (TWO AVAILABLE)

1. Logo on event poster & handbills
2. Sponsor recognition in announcements
3. Line credit on print advertising
4. Six FREE child admission tickets

COMET SPONSORSHIP - \$250 (FOUR AVAILABLE)

1. Sponsor recognition in announcements
2. Line credit on event poster & handbills
3. Line credit on print advertising
4. Four FREE child admission tickets





RIVER CITY *Roots Festival*



**19TH ANNUAL CELEBRATION
OF THE MISSOULA EXPERIENCE**



ROOTS FEST

...the why

WHEN

Friday & Saturday
TBA

WHERE

Downtown
Missoula, Montana

PURPOSE

- Celebrate the community of Missoula
- Develop and sustain the region's largest signature festival
- Increase customers and revenue for the Missoula business community
- Showcase Downtown Missoula as Western Montana's gem
- Showcase some of the region's most talented artists (art and music)
- Emphasize family fun and fitness
- Expose the region to all the great aspects of Missoula

OPPORTUNITIES

Roots Fest draws more than 15,000 people each year. This is an incredible opportunity to support the community, have exposure for your business, and gain new customers.

Sponsorship of Roots Fest is a great way to:

- Launch new products and services
- Align your brand with the Roots Fest experience
- Engage consumers in a meaningful way
- Entertain clients and employees
- Obtain valuable positive exposure to thousands of attendees





TITLE

Sponsor

\$10,000
(2 available)

- 10 VIP backstage passes for the weekend
- Inclusion in all social media communications
- Logo prominently displayed on all festival signage and event banners
- Opportunity to hang banner in the Main Stage area (business supplies banner)
- Logo on all event t-shirts
- Logo prominently displayed on Main Stage schedule in all hand bills
- Logo on festival cups
- Name in all festival press releases
- Public address recognition and presentation on the Main Stage
- Other options per sponsor request





MAIN STAGE Sponsor

\$6,500

(4 available)

- 6 VIP backstage passes
- Opportunity to hang banner in the Main Stage area (business supplies banner)
- Significant presence on Main Stage promoting business sponsorship
- Logo on festival cups

- Logo prominently displayed on Main Stage schedule in all hand bills
- Logo on all event t-shirts
- Name in all press releases pertaining to event entertainment

\$3,500

(4 available)

ROOTS RUN Sponsor

Missoula's healthy environment is the heart of the festival's 4-Mile Run along the river and ending in Caras Park. The 4-Mile Run is open to individuals of all ages, including parents with strollers, young children, and seniors. Nearly 500 runners participated in 2023.

- 4 VIP backstage passes
- Logo prominently displayed on Run signage
- Logo on all race t-shirts
- Logo on Roots Fest website
- Logo on all volunteer t-shirts
- Banner prominently displayed at finish line
- Other options per sponsor request





GREEN

Sponsor

Steps being taken to make this event more sustainable include partnering with the Home ReSource "Green Team" to educate festival-goers on how to reduce their waste, providing water stations to cut down on plastic water bottles, reusable cups for beverages, and providing stations for compost and recycling. We are committed to making Roots more green every year.

\$3,500

(4 available)

- 4 VIP backstage passes
- Logo prominently displayed on greening signage
- Logo on Green Team & volunteer t-shirts
- Logo on Roots Fest website
- Logo on signs next to waste pods
- Other options per sponsor request

\$3,000

(4 available)

FAMILY ROOTS FEST Sponsor

Entertaining 2,000-3,000 children and their families in Caras Park, dozens of local organizations provide fun and educational activities including kid-friendly performances, games, crafting, children's music, and more. Help us grow our "Family Roots"!

- 4 VIP backstage passes
- Banner prominently displayed in Caras Park (business supplies banner)
- Logo prominently displayed on Family Fun Festival Signage
- Logo on all volunteer t-shirts
- Other options per sponsor request





ART SHOW

Sponsor

Earth without Art would be Eh. More than 30 local and regional artists participate in the Art Show featuring painting, photography, pottery, sculpture, jewelry, textile arts, and wood, all front and center on Main Street both days of the festival. This component of Roots Fest creates a full-circle experience for those who appreciate art both visually and musically.

\$1,500
(4 available)

With the food court's central location, it is one of the heaviest trafficked areas of the festival. In addition, Missoula is seeing a mobile culinary boom with the addition of high-end food trucks and carts serving some of the best cuisine in the city. Don't miss the opportunity to be a part of the culinary experience of the festival by sponsoring this portion of the event.

\$1,500
(4 available)

- 4 VIP backstage passes
- Logo prominently displayed on Art Show signage
- Logo on volunteer t-shirts
- Banner prominently displayed at the Art Show (business supplies banner)
- Name listed on all festival press releases
- Other options per sponsor request

FOOD COURT

Sponsor

- Logo on Food Court listing in festival program
- Logo on all volunteer t-shirts
- Other options per sponsor request
- 4 VIP backstage passes
- Logo prominently displayed on Food Court signage
- Logo on table toppers in Food Court area





HOSPITALITY Sponsor

\$3,000

(4 available)

Roots Fest is all about our community and we couldn't put on the event without a collective effort. Over 130 volunteers help make the event a success, and to thank them, a hospitality area is set up to provide them with free food and drinks. In addition to hospitality for the volunteers, a backstage hospitality area is set up for the performers and main-stage crews.

- 4 VIP backstage passes
- Logo on all volunteer t-shirts
- Logo prominently displayed on hospitality signage
- Banner prominently displayed in the festival area
- Name listed on all festival press releases
- Other options per sponsor request

GENERAL Sponsor

FESTIVAL PATRON - \$1,000

- 2 VIP backstage passes
- 2 Roots cups and wristbands for both days of the festival
- Name listed on website and in festival program

FESTIVAL SUPPORTER - \$500 & UNDER

- Name listed on website and in festival program



SPONSORSHIP

Sign-Up

WINTER BREWFEST

- Polar Vortex Title (\$3,500)
- Snow Squall (\$1,500)
- Fresh Powder (\$700)
- Apres Ski (\$300)
- Winter Shop Row (\$250)



GARDEN CITY BREWFEST

- Brewmaster Title (\$3,500)
- Hops (\$1,500)
- Pint (\$700)
- Taster (\$300)



UNSEEN MISSOULA

- Legacy Superstar (\$1,500)
- Preservation Supporter (\$500)
- History Buff (\$250 or less)



OUT TO LUNCH

- Full Season Sponsorship (\$5,000)
- Spotlight Sponsor (\$450)
- Supporter (\$250 or less)



DOWNTOWN TONIGHT

- Full Season Sponsorship (\$5,000)
- Spotlight Sponsor (\$450)
- Supporter (\$250 or less)



HOLIDAYS ON HIGGINS

- Santa Title Sponsorship (\$2,000)
- Star (\$1,000)
- Sleigh (\$500)
- Snowman (\$250)
- Candy Cane (\$250 or less)

TEDDY BEAR TEAS

- Rudolph Title Sponsorship (\$1,000)
- Dasher (\$500)
- Comet (\$250)



SPONSORSHIP

Sign-Up

RIVER CITY ROOTS FESTIVAL

- Title Sponsorship (\$10,000)
- Main Stage (\$6,500)
- Roots Run (\$3,500)
- Green (\$3,500)
- Family Roots Fest (\$3,000)
- Art Show (\$1,500)
- Food Court (\$1,500)
- Hospitality (\$3,000)
- Festival Patron (\$1,000)
- Supporter (\$500 or less)

Business Name: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

Phone: _____

BE A SPONSOR TODAY!

Sponsorships can be paid with cash, check or credit card to:

Missoula Downtown Association
218 E Main St Ste C • Missoula, MT 59802
406.543.4238 • info@missouladowntown.com

