



*Starry Starry*  
NIGHT

IN THE  
WILD WEST

SPONSORSHIP OPPORTUNITIES

THURSDAY, AUGUST 7, 2025

6:00 PM

THE ARGYROS PERFORMING ARTS CENTER

*To Benefit*

Trailing  
of the  
Sheep  
Festival

## **\$10,000 PRESENTING SPONSOR**

*Your sponsorship at this level will be an investment in the annual fan-favorite - the Big Sheep Parade. This Presenting Sponsorship will keep the Parade free and accessible to all.*

- A \$10,000 investment in the Trailing of the Sheep Festival
- Exclusive recognition as Presenting Sponsor with name or logo incorporated into event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including the program, and prominent signage at the event
- Prominent recognition on the online event page, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching Festival followers
- Link to your company website from the Festival website
- Invitation for a company representative to address the audience at the event with brief welcome remarks during the seated program
- First right of refusal to be the Presenting Sponsor for the 2026 Starry Starry Night event
- One prominent VIP table with seating for 8 guests

## **\$7,500 HOST SPONSOR**

*Your sponsorship at this level will be an investment in bringing to life the cultural performers from the sheep industry - the Basques, Scottish and Peruvians. These performers at the authentic Sheep Folklife Fair and in the Big Sheep Parade keep the stories of their cultures alive through music and dance for generations to come.*

- A \$7,500 investment in the Trailing of the Sheep Festival
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including the program, and prominent signage at the event
- Prominent recognition on the online event page, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching Festival followers
- Link to your company website from the Festival website
- First right of refusal to be the Host Sponsor for the 2026 Starry Starry Night event
- One prominent VIP table with seating for 8 guests





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## ONE-OF-A-KIND SPONSORSHIPS

### **\$5,000 ONE-OF-A-KIND** (4 VIP tickets)

**MISSION MOMENT:** Tie your company/business to the heart and soul of the Festival's mission through an exclusive Mission Moment video. Benefits: Verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by..." on the online event page, social media, program and event day slideshow.

**LIVE AUCTION:** Tie your name to the excitement of the Live Auction. Benefits Include: Logo recognition on the Live Auction preview eblast, Live Auction slides, program, the online event page and verbal recognition from the stage.

### **\$2,500 ONE-OF-A-KIND** (2 VIP tickets)

**PICTURE PERFECT:** Your logo will be showcased as part of a custom photo opportunity where your brand will not only shine during the event but will continue to make an impact as photos are shared across social media platforms. Benefits: Logo on the online event page, social media, program and event day slideshow.

**WILD WEST GAMBLE:** One ticket out of the one-hundred sold will be chosen to win an amazing surprise. Your brand will be featured on the Wild West Gamble display and on stage as the winner is announced. Benefits: Be on stage to reveal the surprise, draw and then announce the winner, logo recognition on the online event page, program and event day slideshow.

**SHERIFF'S VIP SWAG:** Each guest will receive a VIP parting gift featuring your logo. Benefits: Logo recognition on the online event page, program and event day slideshow.

**SWEET PARTING:** Everyone loves a sweet dessert, and your logo will be featured on the packaging for these confections for guests to enjoy during dinner or to take home. Benefits: Logo recognition on the online event page, program and event day slideshow.

**SILENT AUCTION:** As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location. Benefits: Logo recognition on the Silent Auction preview eblast, Silent Auction description pages, the online event page, program and event day slideshow.

### **\$1,250 ONE-OF-A-KIND**

*Includes 2 General Admission tickets*

**WILD WEST SALOON BAR:** As the sponsor of the evening's libations, your support will add an extra layer of glamour to the evening's celebration. Benefits: Your logo prominently displayed at the station(s) and included in the program.

**PRINTED GLASS:** These glasses are used for beverages at the event and guests are invited to take them home as a party favor. Benefits: Your logo on each glass and in the program.

**DEPUTY'S SWAG:** Each general admission guest will receive a special gift featuring a custom tag with your logo. Benefits: Logo recognition in the program.

**COCKTAIL NAPKIN:** Your logo will shine on our cocktail napkins that will be used all guests. Benefits: Logo recognition in the program.

# HELD IN SUPPORT OF THE TRAILING OF THE SHEEP FESTIVAL,

*"Starry Starry Night"* is a warm celebration of community, heritage, and the enduring spirit of sheep ranching traditions.

## GUESTS WILL ENJOY AN EVENING FEATURING:

Curated auction items • Custom cocktails and mocktails from the Wild West Saloon Bar • A raffle to win a fantastic prize • A seated lamb dinner including locally sourced cuisine • Special surprises throughout the evening

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SPONSORSHIP COMMITMENT FORM

PRESENTING SPONSOR (\$10,000)     HOST SPONSOR (\$7,500)

ONE-OF-A-KIND OPPORTUNITY \_\_\_\_\_ \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ Payable to Trailing of the Sheep Festival

Mail to: PO Box 3692, Hailey, Idaho 83333

Send me an invoice for \$ \_\_\_\_\_

***\*Should you wish to pay for your sponsorship via a credit card, please contact us to customize a payment plan for you.***

Trailing  
of the  
Sheep  
Festival

Return form via email to Laura Musbach Drake at [laura@trailingofthesheep.org](mailto:laura@trailingofthesheep.org).

Or by mail to: Trailing of the Sheep Festival, PO Box 3692, Hailey, Idaho 83333.

*We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives as everything is customizable to meet your needs and interests.*

