

Spirit of the West Festival Marketing Information

Established: 2002

Mission: Promote our western heritage from the 1800's to the present. Whether it be the fur trade era, old west shootouts, Cavalry re-enactments; gun spinning, whip cracking, trick roping, cowboy singers, cowboy poets, bands, cowboy mounted shooting, fast draw competitions, both modern and cowboy. We also promote Dutch oven cooking and Chuck wagon cooking. We have vendors selling art, jewelry, clothing, leather goods, hunting, camping/fishing items, food and much more.

Attendance: 2002 -- 2,000

2003 – 5,000

2004 -- 7,000

2005 -- 10,000

2006 – 2,500 (3 days of bad weather)

2007 – 7,000

Advertising:

Publications: Argus Leader Newspaper, Tri-State Neighbor, True West Magazine, Midwest Living Magazine, Iowa Discover, American Cowboy Magazine, South Dakota Vacation Guide, Southeast South Dakota Off the Beaten Path Vacation Guide, Sioux Falls Visitors Guide

Media Television: KSFY Television, Mid-continent Television, Fox Television, Prairie Wave Television,

Media Radio: KIKN 100.5, KSOO 1140, KMIX 97.3, Hot 104.7, B Classic Rock 102.7, KXRB 1000.

Other: Rack cards 20,000 put out in SD Rest stops, mailed out by Triple A Travel, Sioux Falls CVB, mailed to reader request cards, and handed out at parades and travel shows Lamar Outdoor Billboards, website www.spiritofthewestfestival.com and all the Calendar of Events we can find.

Articles & Feature Stories about SOTW: Letter to Editor Argus Leader 10/19/2002

Horse Tales November 2002, Argus Leader Entertainment Section 09/19/03, Argus Leader Sioux Empire Section 09/21/03, Argus Leader Our Life 07/12/04, Sioux Falls Chamber News 09/05/05, Argus Leader Life Section 09/15/05, Argus Leader Life Section 09/06/06, Discover Magazine 09/10/06, High Plains Journal – Oklahoma, Texas and New Mexico Edition 01/01/07. Sioux Falls Woman Oct 2007, Trent Loos featured SOTW on a 17 minutes segment during his University Television program in November 2007. Featured on SD PBS Dakota Life Episode #1005 Feb 2008.

Awards: Southeast South Dakota Tourism Member of the Year 2004,

South Dakota Tourism Great Events for the Fall Shoulder Season 2005

West Quest Western Heritage Award 2005

1 of 101 Greatest Western Events by American Cowboy Magazine 2006 & 2008

Endorsements: Teri Ellis-Schmidt-Executive Director Sioux Falls Convention Visitors Bureau; Jacquie Fuks-Executive Secretary Southeast South Dakota Tourism and Melissa Bump, Director Office of South Dakota Tourism

Spirit of the West Festival

September 19 – 21, 2008

1100 S Southeastern Avenue

Sioux Falls, SD 57103

605-334-9202

E-mail: sotw@spiritofthewestfestival.com

www.spiritofthewestfestival.com

Partnership Application

Please circle your chose of sponsorship

Governor Partnership \$2,000+

- 30 Tickets
- Logo on Poster & any Outdoor Advertising
- Logo on our Website Home Page
- Direct Link to your website from our Website Sponsor Page
- 3' x 5' Banner provided by you for Arena
- 40' x 20' Vendor/Display Space
- Full page Ad in Program
- Radio & Television mention

Deputy Marshal Partnership \$250 - \$499

- 10 Tickets
- Listing in Program
- Direct Link to your website from our Website Sponsor Page

Book of Tickets (10 per book) \$60

(These are given to Nursing Homes)

Judge Partnership \$1,000 - \$1,999

- 25 Tickets
- Logo on Poster & any Outdoor Advertising
- Logo on our Website Home Page
- Direct Link to your website from our Website Sponsor Page
- 20' x 20' Vendor/Display Space
- Half Page Ad in Program
- Radio & Television mention

Banners Advertising (you provide Banner)

- Posted in Arena or on Walls
- 3' x 5' Banner \$75
- 3' x 10' Banner \$100

Goodwill Donation \$ _____

Marshal Partnership \$500 - \$999

- 20 Tickets
- 10' x 10' Vendor/Display Space
- Third Page Ad in Program
- Direct Link to your website from our Website Sponsor Page
- Television Mention

Buggy Partnership

- 1 Golf Cart 1 day at \$50 or
- 1 Golf Cart 3 days at \$125
- we will put your name on the golf cart**

NOTE: Contact us for special customized promotions for your business. Due by May 1st, 2008 to be included on media and printed advertising.

Partnership amount \$ _____
 Amount Paid \$ _____
 Amount Due \$ _____

Company _____ Date _____

Address _____

Signed _____ Printed Name _____

Title _____

Send completed form to:
 Spirit of the West Festival, 1100 S Southeastern Avenue, Sioux Falls, SD 57103-2376
 For more information Contact Jeanne at (605) 334-9202 or Email: sotw@spiritofthewestfestival.com

04/03/08