



CHRISTIAN FESTIVAL ASSOCIATION

**NORTH AMERICA'S LARGEST CHRISTIAN MUSIC FESTIVALS
UNITED BY A COMMON GOAL - TO BRING GLORY TO GOD**



ABOUT THE CFA.

The Christian Festival Association was formed in 2006 and is comprised of North America's largest Christian music festivals united by a common goal: To Bring Glory to God.

The CFA collectively serves millions in the US and together, implement best practices, build brand loyalty, drive mission focused events and provide an unparalleled platform for customer engagements that produce ROI for aligned partners and sponsors.

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INDIVIDUALLY OWNED, NATIONWIDE,
FAMILY FRIENDLY CHRISTIAN FESTIVALS

+750,000

ANNUAL ATTENDEES

+350,000

UNIQUE EMAIL CONTACTS WITH A TOTAL OF
1 MILLION IMPRESSIONS PER CFA EVENT

+660,000

SOCIAL MEDIA FOLLOWERS





WHO WE ARE.

OUR MISSION

To Bring Glory to God

OUR VISION

To collectively, as like minded organizations, bring people together through music festivals, to experience the love of Jesus through music and community.

OUR PURPOSE

To support and resource Christian Music festivals through best practice collaboration, financial accountability and sustainability and peer to peer development helping build festivals that represent our Christian faith with professionalism and passion.

OUR FESTIVALS.



Amplify Fest - Arkansas
Big Ticket Festival - Michigan
Christian Music Day - North Carolina
Creation Festival - Pennsylvania
GraceFest - California
Hills Alive – South Dakota
Hillfest - New Hampshire
Joyfest - North Carolina
Joyfest - Virginia
Kingdom Bound - New York
KingsFest - Virginia
Lifest – Wisconsin
Lifest Music City - Tennessee
Livin' Out Loud - Nebraska
Palau Festivals - Nationwide
PointFest - Ohio
Resound Festival - Missouri
RiseFest - Iowa
Rock The Park - North Carolina
Rock The Smokies - Tennessee
SonRise Music Festival - Virginia
SoulFest – New Hampshire
SpiritSong Festival - Ohio
The Uprising - Wyoming
Unity Christian Music Festival – Michigan
Uprise Festival - Pennsylvania



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WHY BECOME INVOLVED WITH CFA EVENTS.

Christian music fans cover a broad range of socio-economic and demographic segments.

CFA festival attendees are family - not just ticket buyers. This makes them an extremely engaged fan. When you partner with a CFA Member festival you are investing in both the event and the fan. This endorsement and relationship once fostered allows your message to be heard, creates a “call to action” that in turn becomes a WIN for you the festival and the fan.

Live music events are one the most effective drivers of brand recognition and loyalty. (Source: AdWeek)

Unique opportunities for your brand, product or mission.

- Positive Message of HOPE
- SAFE and family-friendly
- Drug & Alcohol free
- Clean & safe messaging
- Strategic & creative Marketing options to create ROI
- Traditional & New Media Marketing avenues.
- Options to meet every budget.





VIRTUAL EVENTS.

CFA VIRTUAL EVENTS deliver an unparalleled message of **HOPE** that will connect your mission and brand with thousands of people across the nation and globe. This unique opportunity provides combined festival access for your organization connecting its message into one amazing online experience.

The numbers are there, our fans are engaged and you have access to increase the awareness of your mission. Be part of this powerful platform of **HOPE** as we look to provide opportunities to partner with you.



+1 MILLION VIEWS

- Cross posted to over 40 festival and artist pages
- Shared by viewers to over 1.7K personal pages
- Over 1 million views during the live broadcast and rebroadcast

SPONSORS



IMPACT

- 70+ children sponsored through Compassion
- Christians were challenged to mobilize volunteers for Eight Days of Hope to rebuild communities
- Hundreds of viewers started their faith journey by texting WAVES

All data is based off statistics from our first ever virtual event - Hope Lives original broadcast on July 18, and the rebroadcast on July 23, 2020

LATEST VIRTUAL EVENT FEB 17, 2021

VIRTUAL EVENT SPONSORSHIP

**Customizable packages available*

SILVER SPONSOR

PLEDGE \$2,500

Logo on all promotional material and event page on website

Logo to appear during sponsor segments during broadcast

GOLD SPONSOR

PLEDGE \$5,000

Logo on weekly emails, social media posts such as Facebook, Twitter & Instagram

Logo to appear during sponsor segments during broadcast

Logo on event page on website and all promotional material

1 specific organizational social post with all participating CFA Festivals before the festival

PLATINUM SPONSOR

PLEDGE \$12,500

Logo on weekly emails, social media posts such as Facebook, Twitter & Instagram

Emcee mention per 30 minute segment

Logo on event page on website and all promotional material

Get one commercial during the 1.5 hour festival segment (30 seconds)

2 specific organizational social posts with all participating CFA Festivals - 1 before and 1 after

Limit 4 Sponsors

PRESENTING SPONSOR

PLEDGE \$20,000

Your company is listed as presenting sponsor of the virtual event

Logo on weekly emails, social media posts such as Facebook, Twitter & Instagram for all participating CFA Festivals with all participating CFA Festivals

Emcee mention during every break as presenting sponsor

Logo on event page on website and all promotional material

Get one commercial per 30 minute segment, 3 total (up to 2 minute each)

2 specific organizational social posts with all participating CFA Festivals - 2 before and 1 after

Limit 1 Sponsor



LIVE EVENT SPONSORSHIP CUSTOMIZABLE PACKAGES.

We want to offer our sponsors the opportunity to join us on CFA live stages in 2021.

Packages are customizable - tailored to meet YOUR objectives! Live event sponsors can range from \$40,000-\$100,000 and above.



ADDITIONAL OPPORTUNITIES MAY INCLUDE

- **Year-Round Promotion** to festival families via email and social platforms.
- **Presenting Sponsor** becomes a principal named sponsor of all CFA member festivals.
- **Logo Take Over** where your organization is listed on all pre-event advertising and marketing materials, including festival websites, Facebook pages, Pandora and Spotify playlists, YouTube channels, email blasts and Twitter feeds.
- **Premium Advertising** space in all applicable advance material and event programs.
- **Premium Booth** space in the sponsor area at each event, along with signage in all high-traffic areas.
- **Video Prime Time** placements on the video screens at each event for an interactive customer experience.
- **On-Stage Presence** where sponsor is promoted heavily by event emcees or by sponsor representatives doing live promotional "walk-ons" at the events.





PARTNER WITH US.

Thank you for your time. We would consider it a privilege to be given the opportunity to put together a customized sponsor package for you.

Contact:

Julie Klinger

CFA Director

juliemklingercfa@christianfestivals.org

Learn more at

www.christianfestivalassociation.com

