

2020

Sponsorship & Partnership Packet

BREATHE

Discover your purpose. Awaken our world.

July 9-12th, 2020 • Spencer, Indiana





We as the
BREATHE COMMUNITY believe
every individual has a higher
purpose. Alongside Mother Nature
we manifest an environment for
each individual to discover that
higher purpose, write their own
story, and achieve their
highest potential.

MISSION

The BREATHE Community

When you become a Breathe Sponsor, you will be automatically connected to a highly engaged audience for the time leading up to the four-day festival, after the festival and importantly – for the duration of the four days!

The Breathe Community resonates with **LOHAS** (*lifestyles of health and sustainability*) This \$300 billion marketplace is comprised of “goods and services focused on health, the environment, social justice, personal development and sustainable living,” whose consumers make up an estimated 13-19% of the population. There are 6 growing market sectors Breathers are active in:

- 1 **HOLISTIC HEALTH** (natural / organic products & food, nutritional products, integrative health care, preventative medicine, mind body spirit products)
- 2 **GREEN & SUSTAINABLE BUILDING** (home certification, energy star appliances, sustainable flooring, renewable energy systems, wood alternatives)
- 3 **ECO-TOURISM** (Eco-tourism travel, eco-adventure travel)
- 4 **NATURAL LIFESTYLES** (Fair trade products, locally sourced, social change philanthropy, apparel)
- 5 **ALTERNATIVE TRANSPORTATION** (hybrid vehicles, biodiesel fuel, car sharing programs)
- 6 **ALTERNATIVE ENERGY** (Solar, wind & all renewable energy sources)





We look forward in welcoming you to the **BREATHE** family!

In this packet you will discover our partnership and sponsorship packages. We have options for any entity, regardless of size to be involved! We love working with companies one-on-one to ensure your brand is best represented at the event. We have selected you because we know your entity would be a great addition to the BREATHE experience.

With your help we seek to raise individual and collective consciousness while inspiring us all to breathe a little deeper. In 2019 Breathe was attended by individuals from all over the world.





The BREATHE Experience

This 4-day festival held on 55 acres of Midwest farmland is the manifestation of a dream to create a collaborative community of like-minded individuals who value balance, mindfulness and fostering a creative lifestyle. It serves to promote a deeper connection to the self, both spiritually & physically, to others and to the environment.

This transformational festival offers a multitude of opportunities to engage in self-discovery through slacklining, yoga, inspirational talks, drumming, art, music, community, camping, nature and more!

The venue boasts 2 large ponds for swimming and waterlines, a vast open field for longlines, various slackline parks, large forest with trails, an open-air barn for workshops and music, expansive indoor facilities, and more!



Are you ready to have your brand discovered?

Here are just a few ways BREATHE can help your brand be seen, heard and felt now and long after the festival ends.

Yearly Promotional Video

Prepare to have your brand seen by thousands of potential new customers.



Live Interaction Exposure

Product booth displays allow for interactive experiences to engage with the Breathe community on-site and in the moment.



Social Media Exposure

Our online community of over 4K engaged followers is growing by the minute. Joining forces is a win-win!



Festival T-Shirt

These shirts are proudly worn regularly all over the world. Are you ready for the positive exposure?



Raffle / Product Giveaways

This is one of the best ways to get your brand / product in the hands of potential lifelong customers.



Website Recognition

Let BREATHE give your business a platform to be seen by the world that will last all year long.



Platinum Partner \$3,000

This is the highest level of sponsorship opportunity for BREATHE. This package yields the most exposure, integration and opportunity for your business to get involved. Platinum partners are elite partners that we work side-by-side with to develop a custom brand integration plan. Exposure specifics include but not limited to:

On-Site Live Interaction Exposure

- Your logo / banner / messaging placed in our most high traffic areas of the festival that includes but not limited to the main entrance check in, raffle booth and pond areas. *(These items must be provided)*
- Your logo / business name integrated in an area of your choice on our festival map.
- You will have the opportunity to manage a booth, promote your brand and interact with attendees.
- A 1-page promotional insert provided into each guests entrance packet. *(The printed inserts must be provided)*

Raffle Booth Exposure

- Your product placed in the BREATHE raffle. The raffle has been a highlight for all BREATHE attendees.
- Space will be provided at the raffle booth for your entity to display free takeaways such as stickers, keychains & samples. *(These items must be provided)*

Yearly Promo Video, Website & T-Shirt Exposure

- Your product / service highlighted in our yearly promotional video. 1-3 second clip. *(Prepare to have your brand seen by thousands of potential new customers)*
- Your logo printed in the Platinum Partner large logo area on the back of the t-shirt.
- Your logo will take its rightful place in the Platinum Partner large logo areas of our website. This includes the [homepage](#) and the [our sponsors page](#).
- Your logo integrated during the credits of our yearly promotional video.

Photography

- 5 professional digital photographs at minimum will be provided showcasing attendees interacting with your brand / product. You will have full creative license to use these however you wish.

Social Media Exposure

- 3 Facebook & 2 Instagram posts displaying cross promotional support.

Ticket Giveaways

- 6 complimentary 3-Day Full Event Pass entries to give away for promotional opportunities or for personal use. *(\$1,350 Value)*

Discount Promo Codes

- A 15% OFF ticket price discount will be provided to use as a promotion for your community / customers.
- Having your entity provide BREATHE its own discount code to purchase goods / services is a great way to cross promote.

Gold Partner \$1,000

This is the secondary level of sponsorship opportunity for BREATHE. This package yields large exposure, integration and opportunity for companies to get involved.

Exposure specifics include but not limited to:

On-Site Live Interaction Exposure

- Your logo / banner / messaging placed in 1 of our most high traffic areas. Your choice of the main entrance check in, raffle booth or pond area. *(These items must be provided)*
- Your logo / business name integrated in an area of your choice on our festival map.
- A 1-page promotional insert provided into each guests entrance packet. *(The printed inserts must be provided)*

Raffle Booth Exposure

- Your product placed in our raffle. The raffle has been a highlight for all BREATHE attendees.
- Space will be provided at the raffle booth for your entity to display free takeaways such as stickers, keychains & samples. *(These items must be provided)*

T-Shirt, Website, Yearly Promo Video Exposure

- Your logo printed in the Gold Partner medium logo area on the back of the t-shirt.
- Your logo will take its rightful place in the Gold Sponsor area on the [our sponsors page](#) of our website.
- Your logo integrated during the credits of our yearly promotional video.
(Prepare to have your brand seen by thousands of potential new customers)

Photography

- 3 professional digital photographs at minimum will be provided showcasing attendees interacting with your brand / product. You will have full creative license to use these however you wish.

Social Media Exposure

- 2 Facebook & 2 Instagram posts displaying cross promotional support.

Ticket Giveaways

- 4 complimentary 3-Day Full Event Pass entries to give away for promotional opportunities or for personal use. *(\$900 Value)*

Discount Promo Codes

- A 15% OFF ticket price discount will be provided to use as a promotion for your community / customers.
- Having your entity provide BREATHE its own discount code to purchase goods / services is a great way to cross promote.

Silver Partner \$500

This is the third level of sponsorship opportunity for BREATHE. This package yields exposure, integration and opportunity for companies to get involved.

Exposure specifics include but not limited to:

On-Site Exposure

- Your logo / banner / messaging placed in 1 of our most high traffic areas. Your choice of the main entrance check in, raffle booth or pond area. *(These items must be provided)*
- A 1-page promotional insert provided into each guests entrance packet. *(The printed inserts must be provided)*

Raffle Booth Exposure

- Your product placed in our raffle. The raffle has been a highlight for all BREATHE attendees.
- Space will be provided at the raffle booth for your entity to display free takeaways such as stickers, keychains & samples. *(These items must be provided)*

T-Shirt, Website, Yearly Promo Video Exposure

- Your business name printed in the Silver Partner text area on the back of the t-shirt.
- Your business name large on the [our sponsors page](#) of our website.
- Your business name large during the credits of our yearly promotional video.
(Prepare to have your brand seen by thousands of potential new customers)

Photography

- 2 professional digital photographs at minimum will be provided showcasing attendees interacting with your brand / product. You will have full creative license to use these however you wish.

Social Media Exposure

- 2 joint Facebook & Instagram posts with other silver partners displaying cross promotional support.

Ticket Giveaways

- 2 complimentary 3-Day Full Event Pass entries to give away for promotional opportunities or for personal use. *(\$450 Value)*

Discount Promo Codes

- A 10% OFF ticket price discount will be provided to use as a promotion for your community / customers.
- Having your entity provide BREATHE its own discount code to purchase goods / services is a great way to cross promote.

T-Shirt Exposure

Your logo on the back of the BREATHE shirt is one of the best ways to get noticed on a regular basis during and well after the festival. Let your name live on as a legendary partner of BREATHE!

Platinum
Large Logo

Gold
Medium Logo

Silver
Name as Text



EnSoul
MUSIC DESIGNS

SLACKTIVITY · LINEGRIP · SLACKLINE U.S. · INDYBALANCE
INTERNATIONAL SLACKLINE ASSOCIATION · STABLE STUDIOS
SLACKLINE MINNESOTA · PODGE LODGE STUDIOS
CHICAGO SLACKLINE SOCIETY · SLACKLIFEBC
THE MINT LIFE · SWEETS KENDAMAS · KENDAMA USA
PROTEIN BAR · SLACKLINE OUTDOORS · TREEWEAVES
TAM TAM MANDINGUE DJEMBE ACADEMY · SLIMBSOAP.COM
SLACKHOUSE · GGBY · STOKE WEAR · ALTERNATIVE VIBES
SEEK DRY GOODS · ELEVATED LYFE · JOHN EIBERGER
SOMAWISE COUNSELING & THERAPEUTIC YOGA
TSHIRT DESIGN BY VICTOR AZCORRA

**PICK UP
THE BEET!**



KLiMATA

ROCKY MOUNTAIN
SLACKLINE



BALANCING EARTH
SLACKLINES



INNER SENSE
HEALING ARTS
COLLECTIVE

BREATHE Website Exposure

Your logo placed and linked out to on our BREATHE website is a great place to connect with our community before and after the festival. Platinum partners will be featured on the [homepage](#) & [our sponsors page](#). All sponsor partners will be featured on the [our sponsors page](#).

Platinum partner logos will be highlighted on the BREATHE [homepage](#). Take a front row seat to brand exposure at it's finest!

Platinum, Gold & Silver partner logos will have their logo showcased on the [Our Sponsors Page](#).

Platinum Partners!



Gold Partners!



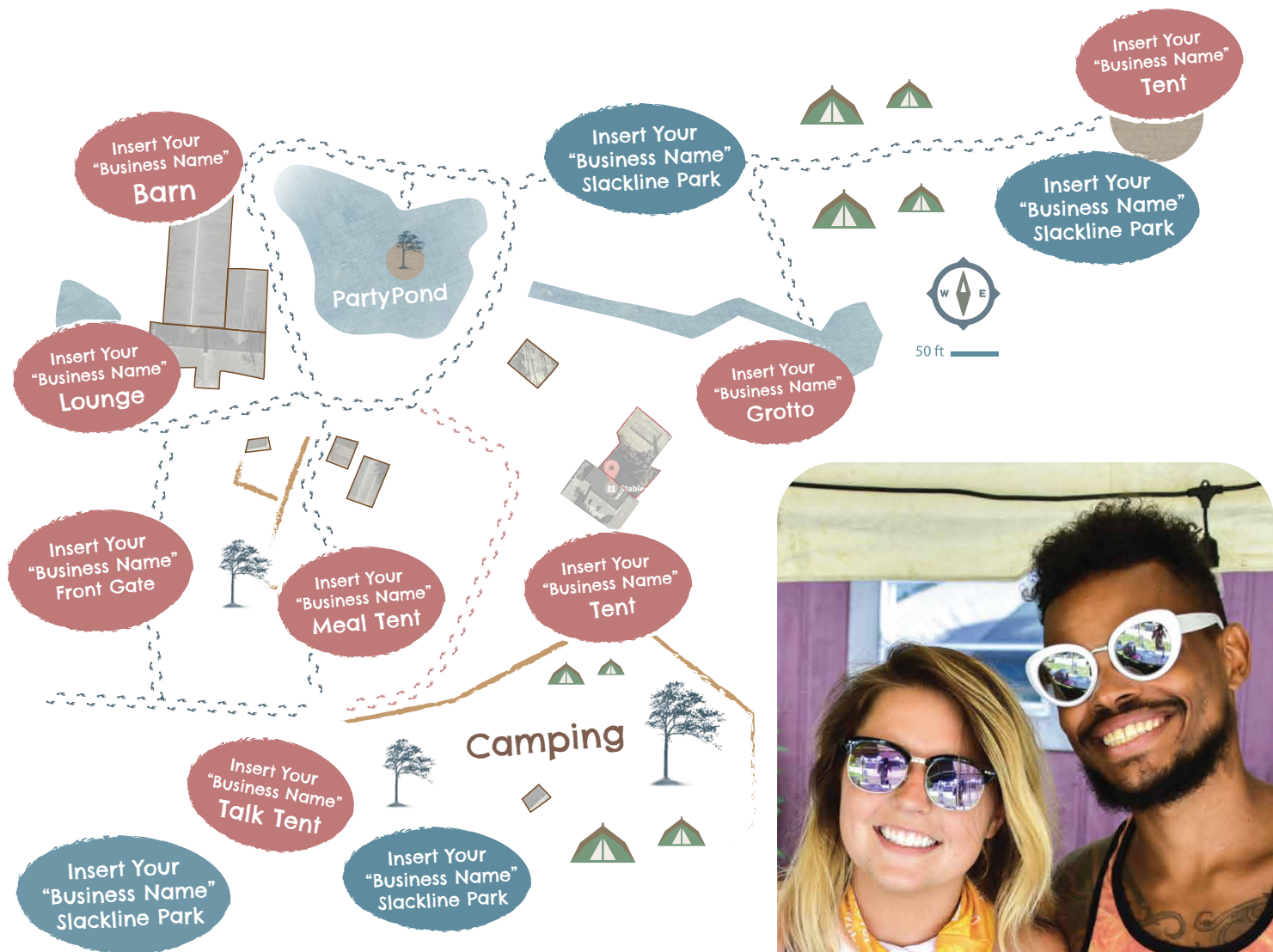
Silver Partners!



Bronze Partners!

Alternative Vibes
Chicago Slackline Society
Elevated Lyfe
GGBY
IndyBalance
International Slackline Association
Kendama USA
Linegrip
Podge Lodge Studios

Countless Exposure and Cross Promotion Opportunities!



The BREATHE Festival grounds offer a vast amount of space to display promotional banners, product stations and brand displays.

We'll work side by side with you to create a customized plan to bring your brand, business, or product into the limelight.



Product Photography

Platinum, Gold & Silver partners will have professional high-resolution photographs taken of their products in use at the festival. You will have full creative license to use the photographs as needed.













BREATHE SPONSORS

PLATINUM
\$3,000

GOLD
\$1,000

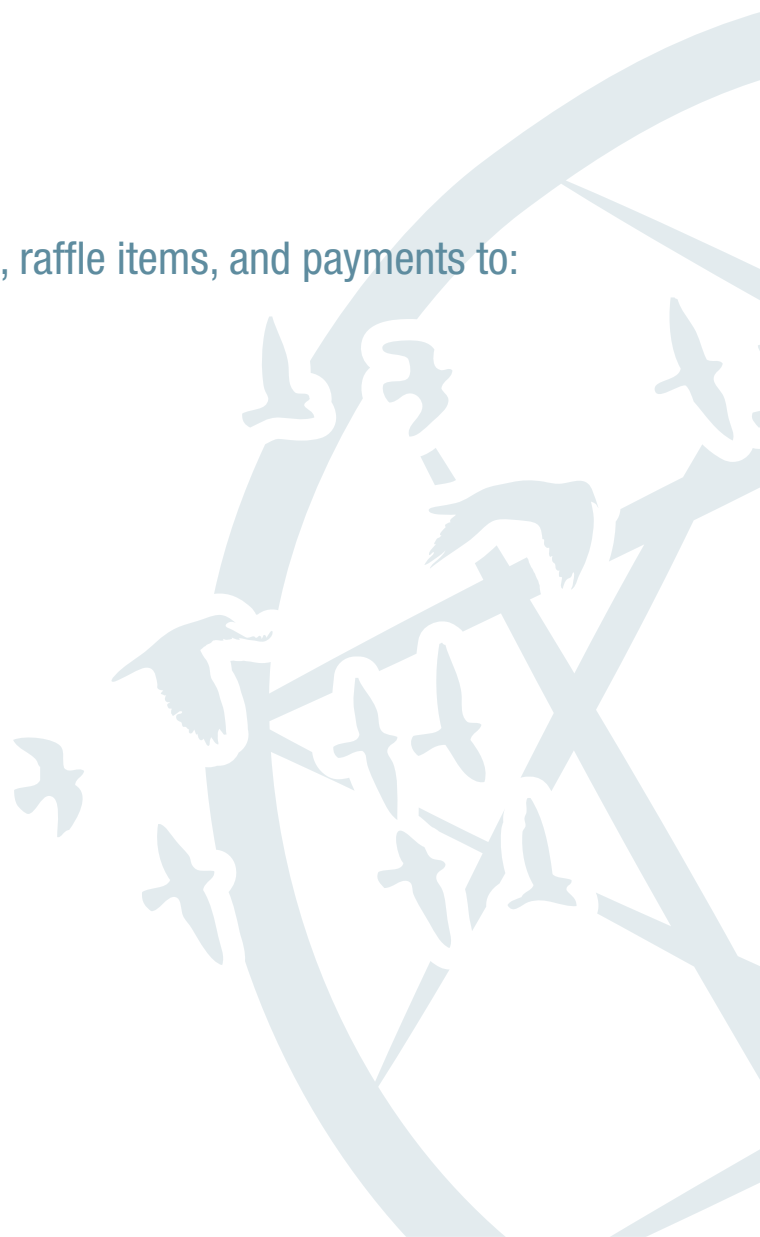
SILVER
\$500

Interactive Booth			
Business incorporated into yearly promo video			
Festival Grounds	Customized plan to have your messaging in multiple high-traffic areas. Includes Booth Space.	Your brand / messaging integrated into 1 high-traffic area	
Festival Map	Your logo / name integrated into an area of your choice	Your logo / name integrated into 1 small area of your choice	
Flyer inserted into guest packet			
Raffle Booth Product Placement			
Raffle Booth Takeaway Space			
Festival T-Shirt	Large logo	Medium logo	Printed name
BREATHE Website	Large logo on Homepage & Our Sponsors page	Medium logo on Our Sponsors page	Small logo on Our Sponsors page
Yearly Promo Video	Video clip of your product in use at the festival & large logo in credits	Small logo in credits	Printed name in credits
Photography	5 digitally professionally retouched photos of your product in use at the fest.	3 digitally professionally retouched photos of your product in use at the fest.	2 digitally professionally retouched photos of your product in use at the fest.
Social Media Postings	3 Facebook & 2 Instagram posts	2 Facebook & 2 Instagram posts	2 joint posts with all silver sponsors
Ticket Giveaways	6 complimentary full event pass tickets valued at \$1350	4 complimentary full event pass tickets valued at \$900	2 complimentary full event pass tickets valued at \$450
Discount Codes	15% OFF code for your community	15% OFF code for your community	10% OFF code for your community

Give us a shout today!

We look forward to working with your company one-on-one to make sure your brand is best represented at BREATHE. We also LOVE ideas for integration and promotional opportunities that our partners come up with as well so please don't hesitate in reaching out to start a dialog. Join the movement and BREATHE with us!

- Sponsorship commitment is required before: **June 15, 2020**
- Please have any deliverables in our hands by: **July 1, 2020**
- Checks can be made to: **Chicago Slackliners Association**
- Point of contact for all sponsorship opportunities:
Dakota Collins
(970) 412 4422
dakotaslackline@gmail.com
- Send banners, schwag, promotional items, raffle items, and payments to:
Michael Matrejek
1914 North Washtenaw Ave. Apt/Floor 3
Chicago, IL 60647
- Website:
discoverbreathe.com
- Official festival date: **July 9-12, 2020**
- Official festival address:
Stable Studios
2034 Dubois Road
Spencer, IN, 47460



Bronze Partner

DONATION OF GEAR FOR RAFFLE

This is the fourth level of sponsorship opportunity for BREATHE. This package yields exposure, integration and opportunity for companies to get involved.

Exposure specifics include but not limited to:

Raffle Booth Exposure

- Your product placed in our raffle. The raffle has been a highlight for all BREATHE attendees.
- Space will be provided at the raffle booth for your entity to display free takeaways such as stickers, keychains & samples. *(These items must be provided)*

T-Shirt, Website, Yearly Promo Video Exposure

- Your business name printed in the Bronze Partner text area on the back of the t-shirt.
- Your business name small on the [our sponsors page](#) of our website.
- Your business name small integrated during the credits of our yearly promotional video.
(Prepare to have your brand seen by thousands of potential new customers)

Social Media Exposure

- 1 joint Facebook & Instagram post with other bronze partners displaying cross promotional support.