

POLICA at MWMF Winona  
by Juliet Farmer

# MID WEST MUSIC FEST 2023

Mid West Music Fest  
PO Box 935  
Winona, MN 55987

[info@midwestmusicfest.org](mailto:info@midwestmusicfest.org)

THE MISSION OF  
MWMF IS TO PROMOTE  
MUSIC AND ART IN THE  
REGION, CREATING  
OPPORTUNITIES FOR  
ARTISTS, STIMULATING  
DOWNTOWN ECONOMIC  
DEVELOPMENT, AND  
PROVIDING DIVERSE  
EDUCATIONAL  
RESOURCES FOR ARTISTS,  
COMMUNITY MEMBERS,  
AND CHILDREN.

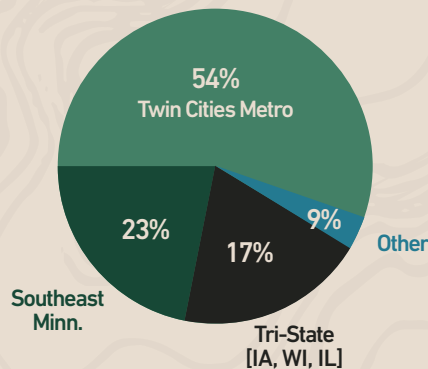


# SUPPORT MWMF

Mid West Music Fest hosts two festivals per year—one in Winona, Minnesota and one in La Crosse, WI—featuring regional acts from all genres of music. Mid West Music Fest is a 501(c)(3) non-profit supporting the arts communities of the Driftless region through music and arts programming, teen education, and mental health advocacy.

With MWMF sponsorship, you and your organization will help bring national music acts to your community, lifting up the economy and the local artists who gain exposure from MWMF. No matter how much you give, your sponsorship allows “Midwesterners” to discover new music.

## 2023 ARTISTS BY LOCATION\*

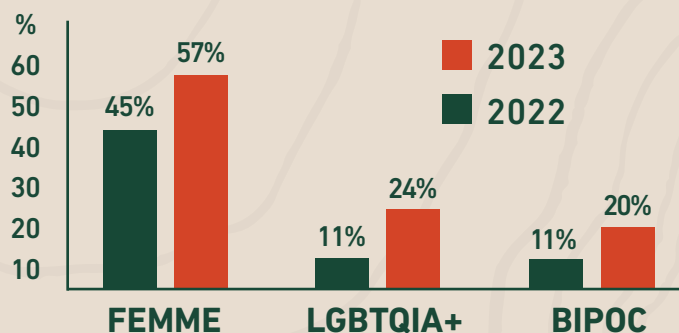


## MUSIC GENRES

ELECTRIC  
PSYCH  
METAL  
HIP-HOP  
SOUL/R&B  
JAZZ  
ROCK  
FOLK  
INDIE POP  
PUNK  
ALTERNATIVE  
BLUEGRASS

## 2023 ARTIST REPRESENTATION\*

A group with one or more performers who identify within a category will be counted only once, and in that demographic.



## NOVEMBER 3-4, 2023

**VENUES** WEBER CENTER, ROOT NOTE, WAREHOUSE, THE MAIN, GRAND BALLROOM, GROUNDED, PUMPHOUSE

ESTIMATED TICKETS TO BE SOLD: 1000

ESTIMATED ATTENDANCE (Bands, Volunteers, Comps): 1500

NUMBER OF BANDS: 70

Current Facebook  
Page Followers

11,000

Current Instagram  
Page Likes

4,846

### Social Media Followers by City

WINONA, MN

MINNEAPOLIS, MN

LA CROSSE, WI

ROCHESTER, MN

ST. PAUL, MN

MADISON, WI

EAU CLAIRE, WI

“This is singlehandedly one of the best events I have ever gone to. I love that it is so affordable for students so that I am able to go.”

— 2022 Student Festgoer

\* 2022 data encapsulates the entire season, totalling 130 artists; 2023 data covers the 71 acts playing Winona in 2023.



# MWMF 2023 SEASON PARTNERSHIPS

## SEASON PRESENTING PARTNER

**\$20,000**

**PAID PER  
QUARTER \$5,000**

**1 AVAILABLE** This level can be PAID QUARTERLY at \$5,000 per quarter. In-Kind cannot be larger than \$15,000. All items from the level below plus...

- Named as presenting partner in all media and promotional posts
- 2 additional social media acknowledgements per quarter
- Tagged in ALL posts in some way
- Able to brand exclusive hand-outs at the festival (Ex. Logo on water bottles for all artists)
- Named as presenting partner in all radio ads, print ads, and promotions throughout the year and for both festivals
- Added as a sponsor to all off-season events
- Added as a sponsor to 16 live session video releases
- Daily app call-outs during the festival
- 15 total season passes for access to both festivals [\$2,250 value]
- 4 beverage tickets per pass at each festival [\$720 value]
- 15 VIP event T-Shirts (Sizes pre-ordered) [\$300 value]

## SEASON SUPPORTING PARTNER

**\$16,000**

**PAID PER  
QUARTER \$4,000**

**1 AVAILABLE** This level can be PAID QUARTERLY at \$4,000 per quarter. In-Kind cannot be larger than \$12,000. All items from the level below plus...

- 1 additional social media acknowledgement per quarter
- Added as a host to all off-season events
- Added as a sponsor to 8 live session video releases
- 1 app call-out during each festival
- 10 total season passes for access to both festivals [\$1,500 value]
- 3 beverage tickets per pass at each festival [\$360 value]
- 10 VIP event T-Shirts (Sizes pre-ordered) [\$200 value]

## SEASON PARTNER

**\$8,000**

**PAID PER  
QUARTER \$2,000**

**2 AVAILABLE** This level can be PAID QUARTERLY at \$2,000 per quarter. In-Kind cannot be larger than \$6,000.

- A listing on the app
- Ability to table at both festivals
- Logo on main stage banner
- Logo on print festival guide
- Added as a sponsor to 4 live session video releases
- Ability to provide free branded hand-outs in artist hospitality
- Social media acknowledgement each quarter
- Company logo & link in the website footer
- Logo in E-News Footer - one per quarter
- 6 total season passes for access to both festivals [\$900 value]
- 2 beverage ticket per pass at each festival [\$144 value]
- 6 VIP event T-Shirts (Sizes pre-ordered) [\$120 value]

# MWMF WINONA FEST PARTNERSHIPS

## LA CROSSE PRESENTING PARTNER

**\$10,000**

**1 AVAILABLE** In-Kind cannot be larger than \$7,500. All items from the level below plus...

- Ability to table at festival
- Logo on main stage banner
- Ability to provide free branded hand-outs in artist hospitality
- Company logo & link on line-up webpage
- Logo in all related print ads
- Logo in ALL E-News releases pertaining to fest
- Feature sponsor post on social media
- 2 daily app call-outs during the festival
- 10 total weekend passes [\$900 value]
- 4 beverage ticket per pass [\$240 value]
- 10 Line-up Shirts (Pre-ordered) [\$200 value]

## LA CROSSE HEADLINER SPONSOR

**\$5,000**

**2 AVAILABLE** In-Kind cannot be larger than \$3,500. All items from the level below plus...

- Associated with a specific headliner on website and social
- Ability to table or offer a free hand-out at a headliner's stage
- Logo in print festival guide
- 1 app call-outs during the festival
- 4 logo placements in E-news
- 8 total weekend passes [\$720 value]
- 3 beverage ticket per pass [\$144 value]
- 8 Lineup T-Shirts (Pre-ordered) [\$160 value]

## LA CROSSE STAGE SPONSOR

**\$2,000**

**6 AVAILABLE** Remaining Stages: Pumphouse, Warehouse, The Main, Root Note, Grand Ballroom.  
In-Kind cannot be larger than \$1,500. All items from the level below plus...

- Associated with a specific stage on website and social posts
- Ability to table or offer a free hand-out at specific stage
- Logo on signage for specified stage
- 4 total weekend passes [\$360 value]
- 2 additional single day passes [\$100 value]
- 2 beverage ticket per pass [\$72 value]
- 6 Lineup T-Shirts (Pre-ordered) [\$120 value]

All benefits apply to the La Crosse festival only. Sponsorship opportunities will be available for the 2023 season after the La Crosse Festival.





# MWMF LA CROSSE FEST PARTNERSHIPS

## LA CROSSE DISCOVERY SPONSOR

**\$1,000**

In-Kind cannot be larger than \$7,500. All items from the level below plus...

- Associated with a new act at the fest of choice on website and social posts
- Ability to table or offer a free hand-out during specific performance
- Logo in print festival guide
- 2 logo placements in E-news
- Invited to co-host Facebook event
- 4 total weekend passes [\$360 value]
- 2 beverage ticket per pass [\$48 value]
- 4 Lineup T-Shirts (Sizes pre-ordered) [\$80 value]

## LA CROSSE SUPPORTING ACT SPONSOR

**\$500**

In-Kind cannot be larger than \$375. All items from the level below plus...

- A listing on the app (if local)
- Acknowledgement in print festival guide
- 1 logo placements in E-news
- 3 total weekend passes [\$270 value]
- 2 beverage ticket per pass [\$36 value]
- 3 Lineup T-Shirts (Sizes pre-ordered) [\$60 value]

## WINONA OPENER SPONSOR

**\$250**

In-Kind cannot be larger than \$180.

- Social media acknowledgement
- Logo & link on sponsor webpage
- 2 total weekend passes [\$180 value]
- 2 beverage ticket per pass [\$24 value]
- 2 Lineup T-Shirts (Sizes pre-ordered) [\$40 value]



## SUPPORTING NEW MUSIC DISCOVERY

All benefits apply to the La Crosse festival only. Sponsorship opportunities will be available for the 2023 season after the La Crosse Festival.