

WILDER FRETS: CLASSICAL GUITAR IN THE WILDERNESS

Projected Annual Sponsorship Revenue (2026 Launch Year)

1. Title / Presenting Sponsor (1–2 Partners)

Target Sectors:

- Major music/audio brands
- Outdoor apparel and gear companies
- Technology or media platforms

Examples of Partner Types:

- Guitar and audio manufacturers
- Outdoor brands (trail, climbing, camping, apparel)
- Streaming or immersive media companies

Projected Contribution:

- **\$150,000 – \$350,000 per sponsor**
- **Total: \$150,000 – \$700,000**

Deliverables Include:

- Season naming rights
- Full brand integration across all concerts and media
- Exclusive category rights
- National visibility via touring footprint

2. Major Brand Sponsors (3–5 Partners)

Target Sectors:

- Outdoor recreation brands
- Sustainable product companies

- Travel and tourism organizations
- Wellness and lifestyle brands

Projected Contribution:

- **\$25,000 – \$100,000 per sponsor**
- **Total: \$75,000 – \$500,000**

Deliverables Include:

- Concert or regional sponsorship
- On-site activations (e.g., branded experiences, demo areas)
- Integration into digital media and storytelling

3. Technology & Innovation Partners (2–4 Partners)

Target Sectors:

- Audio technology companies
- Virtual reality (VR) and immersive media companies
- Livestreaming platforms
- Headphone and spatial audio brands

Strategic Role:

These partners are especially aligned with the **Wilder Sound** and **Wilder Media** initiatives.

Projected Contribution:

- **\$25,000 – \$150,000 per partner**
- **Total: \$50,000 – \$400,000**

Value Exchange:

- Product integration (e.g., wireless audio systems, VR capture)
- Co-branded content creation
- Technology showcase in a real-world environment

4. Regional & Community Sponsors (10–20 Partners)

Target Sectors:

- Local outdoor retailers
- Coffee companies, breweries, and hospitality brands
- Regional tourism boards
- Small businesses aligned with sustainability and culture

Projected Contribution:

- **\$2,500 – \$15,000 per sponsor**
- **Total: \$50,000 – \$200,000**

These sponsors provide strong **localized support** and help deepen community integration.

5. In-Kind Sponsorships (Non-Cash Value)**Examples:**

- Outdoor gear and apparel
- Musical instruments and audio/visual equipment
- Transportation and lodging
- Food and beverage partnerships

Estimated Value:

- **\$50,000 – \$150,000 annually**

These contributions reduce operational costs and increase overall program sustainability.

Total Projected Sponsorship Revenue (Annual)

Category	Conservative Estimate	High Estimate
Title Sponsors	\$150,000	\$700,000
Major Sponsors	\$75,000	\$500,000
Tech Partners	\$50,000	\$400,000
Regional Sponsors	\$50,000	\$200,000

In-Kind Value	\$50,000	\$150,000
Total	\$375,000	\$1,950,000

Strategic Advantage

Wilder Frets offers sponsors a rare combination of:

- **Multi-market exposure** across the Pacific Northwest
- **High-value experiential branding** in visually stunning natural environments
- **Content amplification** through cinematic media and livestreams
- **Authentic alignment** with sustainability, wellness, and cultural enrichment
- **Year-round storytelling potential** through digital media and education initiatives

Unlike traditional festivals, Wilder Frets provides **intimate, high-impact brand integration**, allowing sponsors to engage audiences in meaningful and memorable ways.

Conclusion

Sponsorship is not merely a supplemental revenue stream for Wilder Frets—it is a **core pillar of financial sustainability and strategic growth**.

With a strong brand identity, clear audience alignment, and scalable programming, Wilder Frets is well-positioned to secure **six- and seven-figure annual sponsorship support** as it grows regionally, nationally, and globally.