

CELEBRATING FOOD, MUSIC & THE ARTS

ARTS
FEST

Double Decker
OXFORD, MISSISSIPPI



Sponsorship

information

doubledeckerfestival.com

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DOUBLE DECKER WAS STARTED IN 1996 BY THE OXFORD TOURISM COUNCIL, TO PROMOTE TOURISM AND THE ARTS IN OXFORD.

The festival started with only a few art vendors and food vendors and the bed of a pickup truck served as the stage for music. Today, Double Decker brings in over 60,000 visitors from throughout the Southeast with premier art vendors and local food vendors with a "Taste of Oxford." Double Decker also brings in nationally recognized music acts including: Emmylou Harris, Robert Earl Keen, Avett Brothers, Sharon Jones and the Dap Kings, plus regional and local favorites for festival goers to enjoy throughout the day. Double Decker was named 2017 Best Fair or Festival of Mississippi, 2016 Best Fair or Festival in Best of Mississippi, 2009 Best Festival in Mississippi by the Mississippi Tourism Association, Top 20 Events by Southeast Tourism Society in 2006, 2014, 2016, a Top 100 Events by Southeast Tourism Society in 2006, and a Top 100 Events by the American Bus Association in 2005. For ten years running, Oxford has voted Double Decker Best City-Wide Attraction and Best Family Event in the Oxford Eagle.

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- 60,000 attendees
 - Two day festival (Friday night concert and Saturday)
 - 50% of attendees stay overnight (hotels/motels have a required 2 night minimum)
 - 46% of attendees come for the day
 - 40% of attendees are between the age of 18 and 27 years old
 - 19% of attendees are between the age of 38 and 47 years old
 - 70% of attendees live in Oxford or less than 50 miles away
 - 14% of attendees travel more than 200 miles to attend
 - 16% of attendees travel 50 to 200 miles to attend
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Surveys conducted the day of the festival, and participants selected at random. Attendance estimated by the Oxford Police Department.



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STAGE SPONSOR: \$20,000

- Featured on main stage scrim on Friday and Saturday
- Top billing in all festival promotions
- Logo on festival poster and t-shirt
- Logo on festival light pole banners hung on downtown Square (March through Festival)
- 18 t-shirts
- 18 sponsor tent passes
- 36 beer tickets for the sponsor tent
- Signed and framed poster
- Logo on Double Decker website
- Facebook and Twitter promotion
- Blog post on Double Decker blog about your company

FAULKNER SPONSOR: \$12,500 *only 4 available*

- Top billing in all festival promotions
- Logo on festival light pole banners hung on downtown Square (March through Festival)
- Logo on festival poster and t-shirt
- Included in promotions of the festival
- 15 t-shirts
- 15 sponsor tent passes
- 30 beer tickets for sponsor tent
- Signed and framed poster
- Logo on Double Decker Website
- Facebook and Twitter promotion
- Blog post on Double Decker blog about your company

SQUARE SPONSOR: \$5,000 *only 5 available*

- Logo listing on t-shirt and poster
- Promotional booth space on Saturday
- 8 t-shirts
- 8 sponsor tent passes
- 16 beer tickets for sponsor tent
- Signed and framed poster
- Logo on Double Decker website
- Facebook and Twitter promotion
- Blog post on Double Decker blog about your company

OXONIAN SPONSOR: \$2,500

- Featured listing on poster
- Promotional booth space on Saturday
- 4 sponsor tent passes
- 8 beer tickets for sponsor tent
- Signed and framed poster

LAFAYETTE SPONSOR: \$1,500 *only 15 available*

- Banner hung on the festival grounds
- Listed on poster
- 2 sponsor tent passes
- 4 beer tickets for sponsor tent
- Signed poster

DOUBLE DECKER BUS SPONSOR: \$1,000 *only 2 available*

- Banner with business name/logo on the Double Decker Bus that will drive through the festival ground throughout the day.
- Listed on canvas merchandise bags
- Listed on festival website
- Included in 2 Facebook promotions during the week of the festival

MISSISSIPPIAN SPONSOR: \$750

- Listed on canvas merchandise bag
- We will post about your business and post a link to your business on our Facebook page 4 times during the week of the festival—encouraging visitors to the festival to visit your business while at Double Decker.

BUS DRIVER: \$250

- We will post about your business and post a link to your business on our Facebook page 4 times during the week of the festival—encouraging visitors to the festival to visit your business while at Double Decker.
- Festival will place coupons or flyers for your business in shopping bags at merchandise tent.

FRIENDS & FAMILY OF DOUBLE DECKER: \$1,000

- 2 weekend passes for sponsor tent
- 4 beer tickets for sponsor tent
- Friday night dinner, Saturday: lunch, dinner, and snacks included throughout the day