



Turbulence and Warrior King, Culture Reggae Festival 2024 · Photos: MaxR Film Studios

SPONSORSHIP PROPOSAL 2027

CULTURE REGGAE FESTIVAL · LISBON FALLS, MAINE

AUGUST 2027 · 2 PM – 10 PM

Worumbo Riverfront Event Center · 1 Canal Street, Lisbon Falls, Maine

WELCOME

ONE SUMMER DAY OF REGGAE ON THE RIVER

Culture Reggae Festival is a one-day celebration of reggae music and Caribbean culture on the riverfront in Lisbon Falls, Maine. From 2 PM to 10 PM we bring international reggae artists, live bands and DJs, Caribbean food, craft vendors and a kids zone together on one lawn by the falls.

We started in 2024 with Turbulence and Warrior King headlining, and came back in 2025 with Ginjah closing the night. Each festival drew approximately 700 ticket holders, plus guests: families, longtime reggae fans and Maine's Caribbean community, side by side on blankets and lawn chairs.

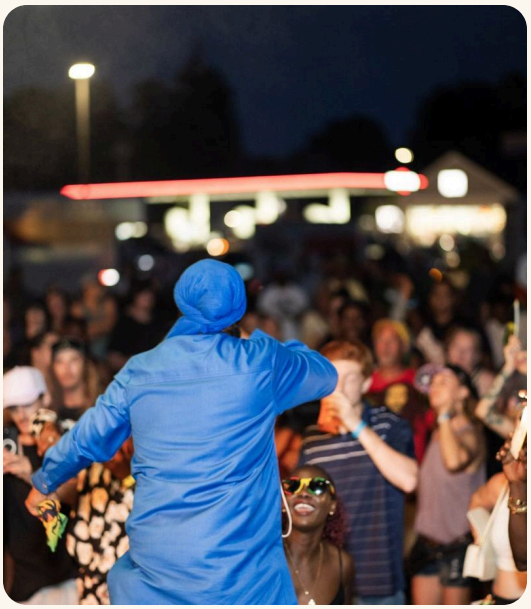
In 2026 we took a year off to rebuild the right way: a stronger team, a brand-new website and a real plan. On **Saturday, August 7, 2027** we're back, and we're looking for local businesses to build it with us.

This packet explains who comes, what your business receives at each level, and how we'll show you the results afterwards. Every partnership starts with a short conversation, so if something here fits your goals, call or email me. I'd love to hear what matters to your business.

With respect,

RAYON WILSON

Founder, Culture Reggae Festival · 207-407-4312



Warrior King and a full lawn after dark, 2024.

AT A GLANCE

When: Saturday, August 7, 2027, 2–10 PM
Where: Worumbo Riverfront Event Center, 1 Canal St, Lisbon Falls, ME
Audience: approximately 700 ticket holders per festival
Music: roots reggae, live bands and DJs
Also: Caribbean food, craft vendors, kids zone
Kids: 12 and under free



The festival lawn on the old Worumbo Mill site, on the Androscoggin River, a short walk from Main Street.

SPONSORSHIP BENEFITS

WHY PARTNER WITH US

Sponsors don't just want a logo. They want to be seen, meet customers, stand behind their community and see what it delivered. Here's how a partnership with Culture Reggae Festival does each of those things.

GET KNOWN LOCALLY

Your name travels on posters, flyers, social media, email and radio for months before the gates open, then in front of approximately 700 people on the day, and in our recap afterwards.

MEET CUSTOMERS FACE TO FACE

From your own tent you can sample, demo, sell, run a giveaway and collect sign-ups. In a 2026 industry survey, **61% of consumers** said they are more inclined to buy after attending a brand's event.

SHOW YOU CARE

Stand behind a family-friendly hometown event that brings Lisbon Falls together. Showing community responsibility is sponsors' **#1 reason** to sponsor (38% of decision-makers).

HOST YOUR PEOPLE

Bring clients, staff and their families with VIP passes and the best view of the stage. Entertaining clients and prospects is sponsors' **#2 reason** (35%).



A 2024 partner meeting festival-goers at its own tent.

CONTENT FOR YOUR CHANNELS

We share photos of your brand at the festival that you can post on your own website and social media. About a quarter of sponsors (26%) rate help with content as one of the most valuable things a property can give them.

RESULTS YOU CAN SEE

Within 14 days of the festival you get a short report: photos of your signs and tent, what we posted about you, the numbers we tracked, and what worked, so you can show your team what it delivered. Want to count customers? We'll set up a QR or offer code just for you.

Sources: EventTrack 2026 (Event Marketer); IEG/ESP Properties "What Sponsors Want" survey of sponsorship decision-makers.

OUR TRACK RECORD

TWO FESTIVALS. REAL RESULTS.

700+

ticket holders at each festival, and 2025 beat 2024

12

artists, bands and DJs on our stage

19

businesses have sponsored us

40

vendor sign-ups across two years

WHO COMES

Families with young children (kids 12 and under get in free), longtime reggae fans from across New England, and Maine's Caribbean community. People bring lawn chairs and blankets and stay for the day, giving you more time to connect with guests at your tent and through your signs.

Lisbon Falls sits within about 40 minutes of Lewiston-Auburn, Brunswick and Portland.

WHO HAS PLAYED

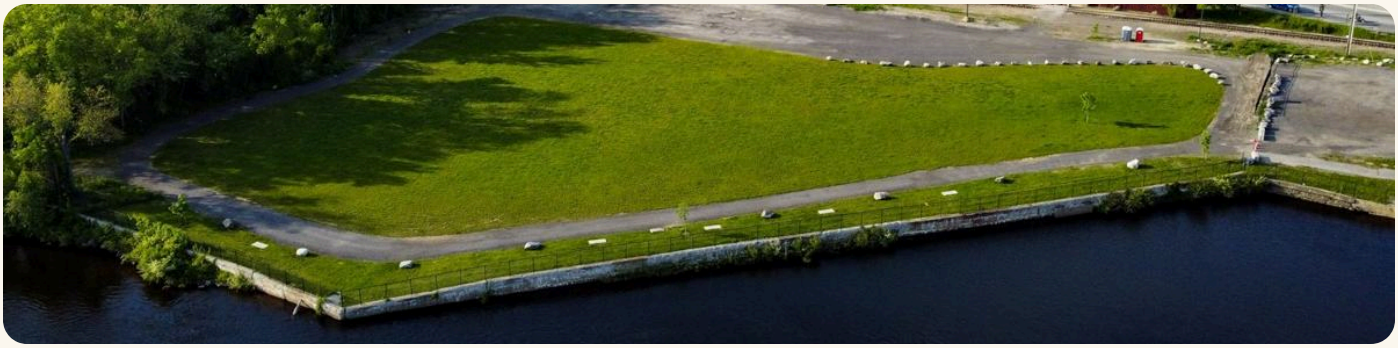
2024: Turbulence, Warrior King, Mighty Mystic, Stream Reggae, Nate Winter, Green Lion Crew.
2025: Ginjah, Ky-enie King, Abby Dallas, Zuggu Dan, Gorilla Finger Dub, Part One Tribe, Green Lion Crew.

WHO HAS COVERED US

WMPG 90.9 FM (both years), Central Maine, 92 Moose, Sun Journal, Reggae Festival Guide, 107.5 Frank and Old Harbour News in Jamaica.



Ginjah and Ky-enie King (2025); the stage and crowd after dark (2024).



The festival lawn on the Androscoggin River, Lisbon Falls. Attendance is based on ticket sales (online and at the gate); free tickets, artists and their guests aren't counted.

OUR AUDIENCE

WHO YOU'LL REACH

Real numbers from our own accounts. Our followers are local, in their working and family years, and split evenly between women and men.

1,230

followers: Facebook 554, Instagram 641, TikTok 35

83,000+

views of our Facebook posts in the 2025 festival season (June–August)

3,000

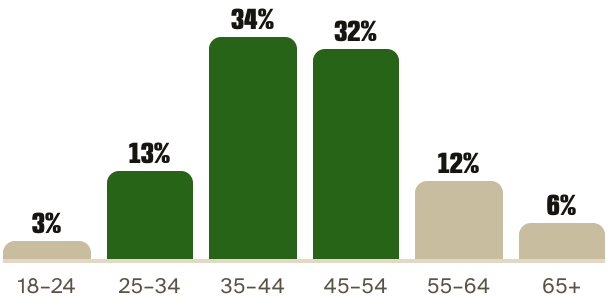
visits to our Facebook page that season, plus 1,400 likes, comments and shares

1 in 3

online ticket buyers came from outside Maine (11 states in all)

8 IN 10 ARE 25 TO 54

Age of our Facebook and Instagram followers. These are the years people raise families, buy homes and cars, and choose a dentist, a bank and a contractor.



Women 50% · Men 50% across both accounts.

RIGHT HERE AT HOME

Top towns of our Facebook followers. On Instagram we also reach fans in Kingston, Jamaica, New York and Boston.

Lewiston	9.4%
Lisbon Falls & Lisbon	8.9%
Auburn	5.2%
Portland	3.4%
Brunswick	2.7%
Topsham	1.8%
Augusta	1.6%
Bath	1.4%

WHERE TICKET BUYERS CAME FROM

Online ticket orders, 2024 and 2025. Out-of-town guests stay in local hotels, eat in local restaurants and fill up at local gas stations.



Maine 64% · Massachusetts 10% · New York 9% · 8 other states 17%

ALREADY BUILDING FOR 2027

Our "We're back" announcement on Sept 27, 2026 reached about 370 people on Facebook and 300 on Instagram in its first week, and Facebook views jumped more than 5× over the month before.

MEASURED, NOT GUESSED

Our new website, culturereggaefest.com, counts real visitors with Cloudflare Web Analytics. Your report after the festival includes website, social and email numbers for the season.

Sources: Meta Business Suite (followers, age, gender, towns as of Oct 3, 2026; Facebook views, visits, interactions June 1–Aug 31, 2025); TikTok; Eventbrite online orders 2024–25 (77 with an address; most tickets sell at the gate).

MEDIA REACH

WHERE YOUR NAME GOES

A sponsorship is more than one day of exposure. Your business is part of the story from the day you sign until the recap goes out after the festival.

WEBSITE & EMAIL

Your logo and a link to your website on culturereggaefest.com, plus mentions in our email and text updates to ticket buyers and fans.

SOCIAL MEDIA

Posts introducing you to our 1,230 followers on Facebook, Instagram and TikTok, tags in festival posts, and thank-yous before and after the day.

RADIO

Radio ads in the weeks before the festival name Title partners in 4 spots a day and Roots in 3. WMPG 90.9 FM also covered both festivals.

POSTERS & FLYERS

Your logo on the festival's printed posters and flyers, placed around Lisbon Falls and the surrounding region.

ON THE GROUNDS

Banners and signage throughout high-traffic festival areas, plus your logo on the stage LED screen between sets.

FROM THE STAGE

Our host thanks sponsors by name in front of the crowd, and top partners take the mic themselves.

A YEAR OF EXPOSURE

WINTER–SPRING	SPRING 2027	JUNE–JULY	AUGUST 7, 2027	AFTER
Partner announcements on social media and the website	Lineup reveal and tickets on sale, our busiest weeks online	Posters, flyers, radio and the final ticket push	Festival day: signs, tent, stage thanks, photos	Recap posts, your report within 14 days, 2028 renewal offer





Our host on stage (2025) and the main stage (2024).

AT EVERY LEVEL

EVERY PARTNER GETS

FESTIVAL T-SHIRTS

Official 2027 festival shirts for your team, from 2 to 10 depending on your level.

A WINDOW DECAL

"Proud Partner of Culture Reggae Festival 2027" for your door or counter, so customers see it all summer.

YOUR LOGO ONLINE

Your logo on our partners page with a link to your website, all year long.

THANKS FROM THE STAGE

The host thanks you by name in front of the crowd during the festival.

PHOTOS TO USE

Photos of your brand at the festival to share on your own website and social media.

A REPORT IN 14 DAYS

Photos, numbers and what worked, plus a first look at 2028.



Festival shirts are all over the lawn every year.

FIVE WAYS TO PARTNER

LEVEL	PRICE	BEST FOR
Title Sponsor	$20,000+	Your name on the whole festival: "[Your company] presents Culture Reggae Festival." Only one available. (page 8)
Roots	$10,000	Owning the Main Stage or the VIP Area, and hosting clients and staff. (page 9)
Rocksteady	$5,000	The helpful sponsor everyone sees: the Kids Zone or the Water & Shade Station. (page 10)
Lovers Rock	$2,000	A local business that wants to be seen as part of the community. (page 11)
One Love	$500	Small businesses and neighbors who want to show their support. (page 11)

Not sure which fits? Add-ons and custom packages are on page 13, and in-kind support (food, water, tents, printing, services) counts toward any level; at Rocksteady and above, in-kind can cover up to half.



LEVEL 1 OF 5 · ONLY ONE AVAILABLE

TITLE SPONSOR

$20,000+

> **Best for:** a business that wants its name on the whole festival, all season long, and the biggest presence on the day.

YOUR NAME EVERYWHERE

- **"[Your company] presents Culture Reggae Festival 2027"** on every poster, flyer, ad and web page
- Your logo first on the website, posters, flyers and emails
- Largest logo on the back of the staff & volunteer T-shirt
- Radio ads that feature your company, 4 spots a day during the campaign
- Named in every press release, before and after

ON FESTIVAL DAY

- Stage banner plus 4 banners on the grounds, **printed by us**
- The best 10×10 tent spot: sample, demo, sell or run a giveaway
- 3 minutes on stage to welcome the crowd
- Your logo on the stage LED screen between sets
- Thanked by the host 10+ times through the day

SOCIAL MEDIA

- 4 posts dedicated to your business on Instagram and Facebook
- Tagged in festival posts and the lineup announcement
- Featured in the recap after the festival

YOUR DEAL

- No competitor in your business category at Title, Roots or Rocksteady
- First right to renew your title for 2028

FOR YOUR TEAM AND CLIENTS

- 10 VIP passes + 10 general admission tickets
- 4 reserved parking spots · food vouchers for your VIP guests
- Artist meet & greet for your guests
- 10 festival T-shirts · a framed poster signed by the artists

Plus everything every partner gets (page 7): window decal, website listing, photos to use and your report within 14 days.



LEVEL 2 OF 5

ROOTS PACKAGE

$10,000

Best for: hosting clients and staff, and owning a signature space: "Main Stage presented by..." or "VIP Area presented by..."

YOUR NAME EVERYWHERE

- Your name on the Main Stage or the VIP Area, in print, online and on site
- Your logo on the website, posters, flyers and emails
- Large logo on the back of the staff & volunteer T-shirt
- Named in our radio ads, 3 spots a day during the campaign
- Named in press releases, before and after

ON FESTIVAL DAY

- Signs at your named space plus 2 banners, **printed by us**
- A 10×10 tent space in a prime spot
- 2 minutes on stage
- Your logo on the stage LED screen between sets
- Thanked by the host 6 times through the day

SOCIAL MEDIA

- 3 posts dedicated to your business
- Tagged in festival posts and featured in the recap

YOUR DEAL

- No competitor in your business category at Title, Roots or Rocksteady
- First right to renew your space for 2028

FOR YOUR TEAM AND CLIENTS

- 5 VIP passes + 6 general admission tickets
- 2 reserved parking spots · food vouchers for your VIP guests
- Artist meet & greet for your guests
- 5 festival T-shirts · a framed poster signed by the artists

Plus everything every partner gets (page 7): window decal, website listing, photos to use and your report within 14 days.



LEVEL 3 OF 5

ROCKSTEADY

$5,000

Best for: the helpful sponsor everyone sees and thanks: "Kids Zone presented by..." or "Water & Shade Station by..." (free water refills and shade on a hot August day).

YOUR NAME EVERYWHERE

- Your name on the Kids Zone or the Water & Shade Station
- Your logo on the website, posters, flyers and emails
- Your logo on the back of the staff & volunteer T-shirt
- Named in press releases, before and after

ON FESTIVAL DAY

- Signs at your named space plus 1 banner, **printed by us**
- A 10×10 tent space: sample, demo or run a giveaway
- 30 seconds on stage
- Your logo on the stage LED screen between sets
- Thanked by the host 4 times through the day

SOCIAL MEDIA

- 2 posts dedicated to your business
- Tagged in festival posts about your space

YOUR DEAL

- No competitor in your business category at Title, Roots or Rocksteady

FOR YOUR TEAM

- 3 VIP passes + 4 general admission tickets
- 1 reserved parking spot · food vouchers for your VIP guests
- 4 festival T-shirts · a framed festival poster

Plus everything every partner gets (page 7): window decal, website listing, photos to use and your report within 14 days.



LEVEL 4 OF 5

LOVERS ROCK

$2,000

> **Best for:** a local business that wants to be seen as part of the community.

- "Community Partner" on the website and the sponsor board at the gate
- Your logo on posters, flyers and emails
- 1 post dedicated to your business on social media
- Thanked by the host twice during the day
- We hang your banner on the grounds (up to 3×8 ft; no banner? we can print one at cost)
- 2 VIP passes + 2 general admission tickets · 1 reserved parking spot
- Food vouchers for your VIP guests · 2 festival T-shirts
- Add a 10×10 tent space: $300 early bird, $350 after March 31



LEVEL 5 OF 5

ONE LOVE

$500

> **Best for:** small businesses and neighbors who want to show their support.

- "Friend of the Festival" on the website and the sponsor board at the gate
- Your logo on our website and your name on posters and flyers
- Included in a thank-you post on social media
- Thanked by the host during the day
- 5 general admission tickets · 2 festival T-shirts

Both levels also get everything every partner gets (page 7): window decal, website listing, photos to use and your report within 14 days.

SIDE BY SIDE

PACKAGE COMPARISON

WHAT YOU GET	TITLE $20,000+	ROOTS $10,000	ROCKSTEADY $5,000	LOVERS ROCK $2,000	ONE LOVE $500
YOUR NAME OUT THERE					
Your name on	The festival	Main Stage or VIP	Kids Zone or Water	Community Partner	Friend
Logo on website, print, email	**Largest**	**Large**	**Yes**	**Yes**	Logo online, name in print
Logo on staff & volunteer tee	**Largest**	**Large**	**Yes**	—	—
Posts about your business	4	3	2	1	Group post
Radio ads	4 spots a day	3 spots a day	—	—	—
Press releases	**Every one**	**Yes**	**Yes**	—	—
ON FESTIVAL DAY					
Banners and signs	Stage + 4, we print	Space + 2, we print	Space + 1, we print	We hang yours	Sponsor board
10×10 tent space	Best spot	Prime spot	**Yes**	$300–$350	—
Logo on stage LED screen	**Yes**	**Yes**	**Yes**	—	—
Time on stage	3 minutes	2 minutes	30 seconds	—	—
Thanked by the host	10+ times	6 times	4 times	2 times	Yes
FOR YOUR TEAM AND CLIENTS					
Passes	10 VIP + 10 GA	5 VIP + 6 GA	3 VIP + 4 GA	2 VIP + 2 GA	5 GA
Reserved parking	4	2	1	1	—
VIP food vouchers	**Yes**	**Yes**	**Yes**	**Yes**	—
Festival T-shirts	10	5	4	2	2
Artist meet & greet	**Yes**	**Yes**	—	—	—
Framed festival poster	Artist-signed	Artist-signed	**Yes**	—	—
YOUR DEAL					
No competitor in your category	**Yes**	**Yes**	**Yes**	—	—
First right to renew	**Yes**	**Yes**	—	—	—
Decal, web listing, photos, report	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**

MAKE IT YOURS

ADD-ONS AND CUSTOM PACKAGES

Every business is different. Pick an add-on on its own or add it to any level, or tell us your goal and we'll build a package around it.

SPONSOR A SET

"This set is brought to you by..." announced from the stage, plus a social post about you and the artist.

$250 – $750

YOUR BANNER ON SITE

We hang your banner (up to 3×8 ft) in a high-traffic spot for the whole day.

$150

TENT SPACE

A 10×10 spot to sample, demo, sell or sign people up. Bring your tent, table and chairs.

$300 – $350

Early bird $300 until March 31, 2027

PHOTO SPOT OR CHARGING STATION

Your name on the photo backdrop everyone lines up for, or the phone charging station.

$750

EXTRA VIP PASSES

Bring more clients, staff or family into the VIP area with the best view of the stage.

VIP TICKET PRICE

TWO-YEAR PARTNER

Sign for 2027 and 2028 together and lock in your level, your spot and your price.

SAVE 10%

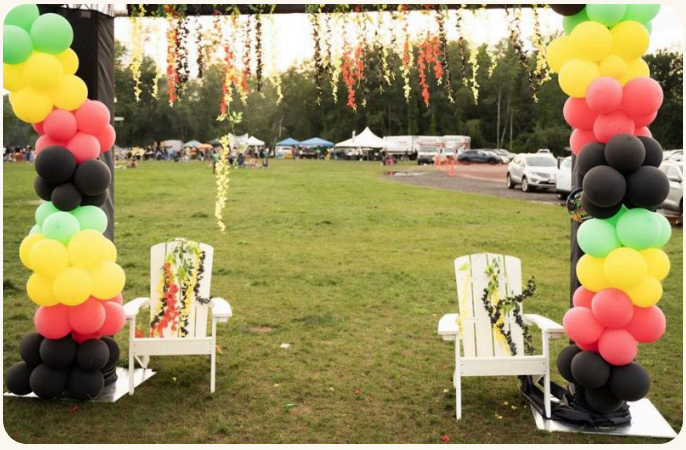
IN-KIND SUPPORT COUNTS

Products or services the festival needs (water, tents, printing, shirts, rides and more) can count toward a level. Ask for our list of what we need.

BUILD YOUR OWN

Want to reach families, sample a product, recruit staff or entertain clients? Tell us your goal on a 15-minute call and we'll put together a package that fits your budget.





An afternoon set (2025) and the festival entrance (2024).

NEXT STEPS

HOW TO BECOME A PARTNER

1

LET'S TALK

A 15-minute call about your goals. We'll suggest the right fit, or build one.

2

SIGN AND PAY

A one-page agreement. 50% to confirm your spot, the rest by Thursday, July 1, 2027.

3

SEND YOUR LOGO

A vector file (.ai, .eps, .svg or .pdf) by Friday, June 11, 2027 for posters, shirts and banners.

4

SEE YOU IN AUGUST

Enjoy the day with your guests. Your report arrives within 14 days.

GOOD TO KNOW

- **Early partners get the best spots** on the grounds, the posters and the shirts.
- Partners who sign after June 11 are added online and on site right away, but may miss the printed posters.
- One sponsor per business category at Title, Roots and Rocksteady.
- Tent partners bring their own tent (with weights), table and chairs.
- **Help spread the word:** we send you ready-made posts and a poster; you share them and tag @culturereggaefestival.
- Rain or shine. If the festival has to be cancelled, you choose a full credit toward 2028 or a refund of your payment minus costs already spent on your benefits (such as printing).



THANK YOU

Thank you for considering a partnership with Culture Reggae Festival. Let's build something great for Lisbon Falls together.

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