



*A Transparent Productions Event*

## 2013 SPONSORSHIP PACKAGES



# FISHFEST 2013 SPONSORSHIPS



**Fishfest 2009, 2010 and 2011 SOLD OUT  
with 15,000 attendees!**

## What is Fishfest?

- Fishfest is an annual, all-day Christian music festival at Verizon Wireless Amphitheater in Orange County, CA that started in 2002. Fishfest has one main stage with two smaller stages, as well as vendor booths throughout the venue.
- Fishfest has sold out three of the past four years with 15,000 attendees.

## When?

FISHFEST 2013 will take place on JUNE 29th.

This year's title sponsor:



**Compassion International exists as a Christian child advocacy ministry that releases children from spiritual, economic, social and physical poverty and enables them to become responsible, fulfilled Christian adults. Founded by the Rev. Everett Swanson in 1952, Compassion began providing Korean War orphans with food, shelter, education and health care, as well as Christian training. Today, Compassion helps more than 1 million children in 25 countries.**

Contact your FrontGate Engagement Specialist at 949-429-1000  
to reserve your Fishfest package while they last.



## Fishfest Demographics:

### Gender

68% Female  
32% Male

### Age

27% 18 or under  
11% 19 - 25  
18% 26 - 35  
24% 36 - 45  
20% 45+

### Geographic

37% North Orange County  
28% LA County  
15% South Orange County  
12% Inland Empire  
3% San Diego  
5% Other

Based on 2008 Data

## 95.9 Radio Listenership

464,800 Listeners/Week  
65% between ages 25 - 54  
58% are parents  
19% more likely to own a home  
73% are college educated  
42% more likely to have a household income of over \$100k

Source: Arbitron 2008-2009

## FISHFEST FACT:

OVER 700 CHILDREN HAVE BEEN SPONSORED THROUGH FISHFEST!



Vendor Circle

## Past Sponsors

Compassion International	Pat and Oscars	Beach Pit BBQ
Chick - Fil - A	First Class Pizza	The Melting Pot
Hansens Natural	Concordia University	Just From Scratch
Biola University	C28 Clothing	Hunters Steakhouse
Vanguard University	Christian Lawyers of America	COX Communication
Wahoos	OC Smile	Wild Rivers
Guitar Center	31 Bits	South Coast Laser Center
Long Beach City College	Salvation Army	Christian Examiner
Crevier BMW	Free Wheelchair Mission	Wingnuts
Pioneer Electronics		and many more...



Contact your FrontGate Engagement Specialist at 949-429-1000 to reserve your Fishfest package while they last.

**FRONTGATE**<sup>®</sup>  
Since 2001  
Your Gateway To The Christian Audience™



# 2013 ARTISTS

## MAIN STAGE

CASTING CROWNS

THIRD DAY

PHIL WICKHAM

AUDIO ADRENALINE

LAURA STORY

## EDGE STAGE

KB

TEDASHII

JAKE HAMILTON



**CASTING CROWNS**



**THIRD DAY**



**AUDIOADRENALINE**



**GUEST SPEAKER TBA!**

Contact your FrontGate Engagement Specialist at 949-429-1000  
to reserve your Fishfest package while they last.

**FRONTGATE**<sup>®</sup>  
Since 2001  
Your Gateway To The Christian Audience™

# How can I get my brand in front of 15,000 Fishfest attendees?

## Sponsorship Packages

### Presenting Sponsor Package

- (100) 60 Second Radio Spots on 95.9 KFSH - (\$18,000 Value)
- (1) Prime Booth Location (20x20) - (\$5,000 value)
- (6) Banners on site (Provided by Sponsor) - (\$1,000 Value)
- (1) Full Page Premium Program Ad - (\$1,500 Value)
- (10) VIP Gold Comps - (\$1,000 Value)
- (10) VIP Parking Passes- (\$200 Value)
- (10) VIP Tent Passes - (\$250 Value)
- (10) Loge Comps - (\$100 Value)
- Logo on all future advertising

Total Value: \$27,150      Total Investment: \$20,000

### Package #2

- (45) 60 Second Radio Spots on 95.9 KFSH - (\$8,100 Value)
- (1) Prime Booth Location (10x20) - (\$2,500 value)
- (2) Banners on site (Provided by Sponsor) - (\$500 Value)
- (1) Full Page Premium Program Ad - (\$1,500 Value)
- (10) Orch. Comps - (\$300 Value)
- (10) VIP Parking Passes- (\$200 Value)
- (10) VIP Tent Passes - (\$250 Value)
- (10) Loge Comps - (\$100 Value)
- Logo on all future advertising

Total Value: \$13,450      Total Investment: \$10,000

### Package #3

- (20) 60 second radio spots on 95.9 KFSH - (\$3,600 Value)
- (1) Prime Booth Location (10x10) - (\$1,500 value)
- (2) Banners on site (Provided by Sponsor) - (\$500 Value)
- (1) Full Page Program Ad - (\$1,000 Value)
- (10) Loge Comps - (\$100 Value)
- (10) VIP Parking Passes- (\$200 Value)
- (10) VIP Tent Passes - (\$250 Value)
- Logo on all future advertising

Total Value: \$7,150      Total Investment: \$5,000

### Package #4

- (1) Prime Booth Location (10x10) - (\$1,500 value)
- (1) Banners on site (Provided by Sponsor) - (\$250 Value)
- (6) Lawn Comps - (\$60 Value)

Total Value: \$1,800      Total Investment: \$1,500

**\*CALL OR EMAIL FOR CUSTOM PACKAGES OR INDIVIDUAL PRICING**

## FAQ's

HOW MANY PEOPLE ARE YOU EXPECTING THIS YEAR?

*WE EXPECT ANOTHER SELL OUT OF 15,000*

WHAT IS PROVIDED FOR ME AS A VENDOR?

*EACH VENDOR BOOTH IS PROVIDED A TENT, TABLE, 2 CHAIRS, AND POWER*

AM I ALLOWED TO SELL FOOD OR DRINK?

*NO*

CAN I BRING MY OWN TENT?

*YES*



## CONTACT:

FRONTGATE  
[WWW.FRONTGATEMEDIA.COM/CONTACT](http://WWW.FRONTGATEMEDIA.COM/CONTACT)

22342 AVENIDA EMPRESA, SUITE 260  
RSM, CA 92688

TEL: 949-429-1000  
FAX: 949-625-8288

Contact your FrontGate Engagement Specialist at 949-429-1000 to reserve your Fishfest package while they last.