

THE  
GREAT BLUE  
HERON  
MUSIC FESTIVAL

2026  
Sponsorship  
Opportunities

# Welcome to The Heron

The Great Blue Heron Music Festival has become a cherished tradition, fostering strong community ties and celebrating music across generations.

- Over 40 musical acts across four stages spanning genres such as Soul, Funk, Bluegrass, Americana, Folk and more
- Family-friendly activities and camping including swimming and art spaces
- Food & craft vendors, yoga and healing arts workshops



# Our Vision

For 2026, our goal is to elevate the festival experience for our patrons, artists and volunteers by expanding artistic programming, and building deeper connections with local and regional partners.

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# Location

The Great Blue Heron Music Festival is nestled on 400+ acres of rolling hills in Western New York, creating a picturesque backdrop for a vibrant, family-friendly gathering. This idyllic setting fosters a deep connection to nature and our community's rich traditions.

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# The Heron Experience

The Great Blue Heron Music Festival is a generational celebration that invites families to immerse themselves in music, community, and joy. Our festival fosters connections, encourages creativity, and provides an unforgettable experience for all ages in a warm, welcoming environment.

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# 5,000+

Expected On-Site Attendance

The festival anticipates approximately 5,000+ attendees, creating a vibrant, diverse and inclusive atmosphere, perfect for maximizing sponsor visibility and community engagement.

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# Partnership Benefits

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## **Authenticity**

Align your brand with values of family, creativity, sustainability, and community at our festival.

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## **Commitment**

We prioritize your sponsorship value, ensuring lasting relationships and positive brand experiences.

## **Visibility**

Gain extensive brand placement across various platforms, enhancing your reach to targeted audiences.

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## **Diverse Tiers**

Explore our sponsorship tiers, designed to fit various budgets and engagement levels for maximum impact.

## **Engagement**

Foster meaningful connections with festival attendees through interactive activations and storytelling opportunities.

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## **Featured Opportunities**

Stand out with exclusive sponsorship options in high-traffic areas, elevating your brand presence at the festival.

## Sponsor Visibility Through Digital Channels

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- On-site attendance of ~5,000
- Geographic audience from NY, PA, OH, and beyond
- Digital reach: 30k Facebook followers, 5k Instagram followers
- Major artists with millions of monthly listeners

## Amplified Brand Exposure via Artist Engagement

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- Synergy of live events and digital platforms
- Enhanced visibility through social media promotions
- Collaborative brand storytelling with featured artists
- Engaged audience across multiple channels

# Sponsorship Tiers

Bronze  
\$1,000

Silver  
\$2,500

Gold  
\$5,000

Platinum  
\$10,000

## Special Sponsorship Opportunities

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- Beach Sponsor
- Bathhouse Sponsor
- Revival Tent Sponsor
- The Keg Room Sponsor
- Kids & Teen Tent Sponsor
- Wristband Sponsor and more!



# Join Us

We invite you to connect with a loyal audience through the 2026 Great Blue Heron Music Festival. Your sponsorship can elevate your brand visibility while supporting our values of community and creativity. Together, let's create an unforgettable experience.



## Get in Touch for Sponsorship!

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