



2023 Sponsorship Deck

KIRKLANDIA
WATERFRONT FESTIVAL

June 23-25

**CIDER
SMASH**

June 23-25

**KIRKLAND
&
OKTOBER
FEST**

September 22-24

**SUMMER
FEST**

July 28-30

Sip
KIRKLAND
WASHINGTON
WINE FESTIVAL

July 28-30

**Seattle
FRESH HOP**
Beer Fest
20 22

October 7



Who we are

At Chump Change, our success is driven by our drive to create outrageously fun and engaging experiences.

We live by our company motto, *building community one smile at a time.*™

Why we do what we do

Our mission is to close the volunteerism gap that exists in our community by connecting volunteers with charitable causes. We recruit, manage and train volunteers seeking opportunities to give back to their community through non-profits. We connect our volunteer community to non-profit organizations in need of volunteers, we help generate donations to fund their programs and use fundraising events to highlight and support the missions of local non-profits.

Chump Change Foundation is a 501(c)(3) nonprofit.



We bring people together

From large, multi-day festivals to smaller “fun size” events, we offer solutions to our sponsors and community partners that are unique, entertaining and memorable.

Our festivals offer great opportunities for sponsors to engage with potential customers via experiential activations, direct marketing and social media.

Attendance 70,000+

Attendance 2021 and forecast 2022

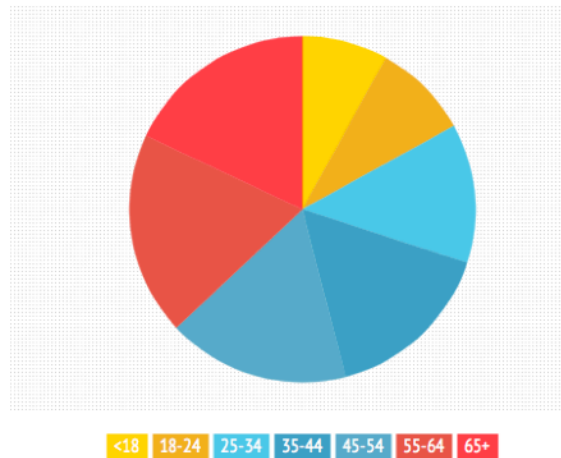
- 2nd Annual Kirklandia Waterfront Festival | June 23-25 | 15,000+
 - *Cider Smash Northwest Cider Festival | Kirklandia Waterfront Wine Festival | Street Market*
- 11th Annual Kirkland Summerfest | July 28-30 | 35,000+
 - *Sails & Ales Beer Fest | Sip Kirkland Washington Wine Festival | Nightly concerts | Street Market*
- 10th Annual Kirkland Oktoberfest | September 22-24 | 20,000+
 - *Biergarten | Multiple Stages | Live bands/DJs | German beer & food | Wienerdog Races*
- 5th Annual Seattle Fresh Hop Beer Festival | October 7 | 3500+
 - *Tasting festival for seasonal beers | Market Vendors*

Sponsorship Levels

\$10,000 - \$55,000

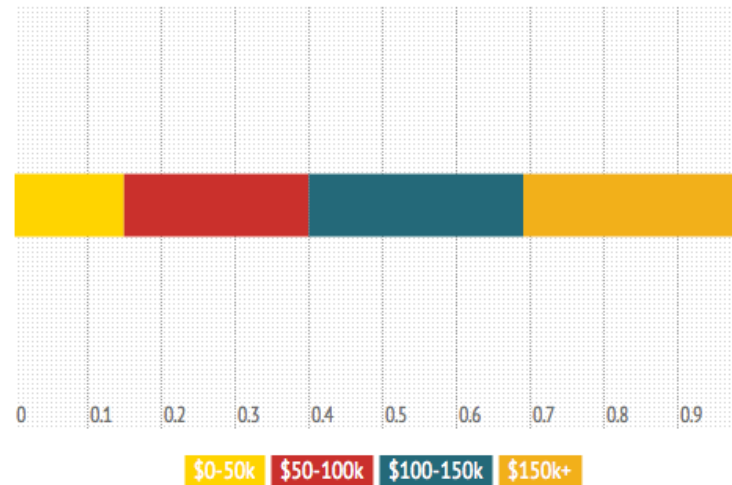
Demographics

Age



46% of guests are between the ages of 25 and 54.

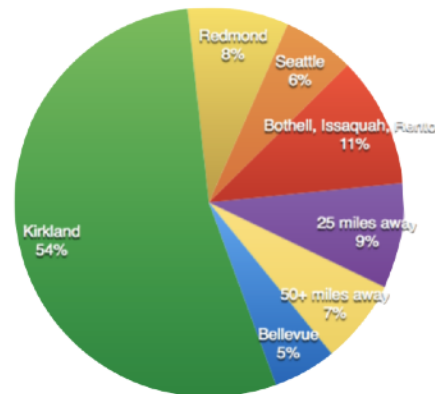
Income



Interests



WHERE DO YOU LIVE?



Knowing our audience is crucial to our success.

We employ two methods of collecting demographic information on the composition of our target market.

First, we capture online survey data from our website.

Second, our hospitality teams conduct on-site surveys at our Summerfest ticket booths.

Source: Chump Change Foundation



Festivals

2nd Annual Kirklandia Washington Wine Festival

<https://kirklandiafest.com>

2nd Annual Cider Smash Northwest Cider Festival

<https://cidersmashfest.com>

11th Annual Kirkland Summerfest

<https://kirklandsummerfest.com>

6th Annual Sip Kirkland Washington Wine Festival

<https://sipkirkland.com>

6th Annual Sails & Ales Beer Fest

<https://sailsandales.com>

10th Annual Kirkland Oktoberfest

<https://kirklandoktoberfest.com>

5th Annual Seattle Fresh Hop Beer Fest

<https://freshhop.com>



Who we are

Building community one smile at a time.

Mission Statement

Our mission is to close the volunteerism gap that exists in our community by connecting volunteers with charitable causes. We recruit, manage and train volunteers seeking opportunities to give back to their community through non-profits. We connect our volunteer community to non-profit organizations in need of volunteers, we help generate donations to fund their programs and use fundraising events to highlight and support the missions of local non-profits. Chump Change Foundation is a 501 (c)(3) nonprofit. Learn more at chumpchange.org

Our partners





Thank you

Thank you for the opportunity to share a little about what we do and why we do it.

We are excited to assist you in achieving your marketing goals and building a super fun experience for you.

We would be happy to answer any questions and build you the perfect activation.

Cheers!

Rob Butcher

Creative Director, Chump Change Events

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