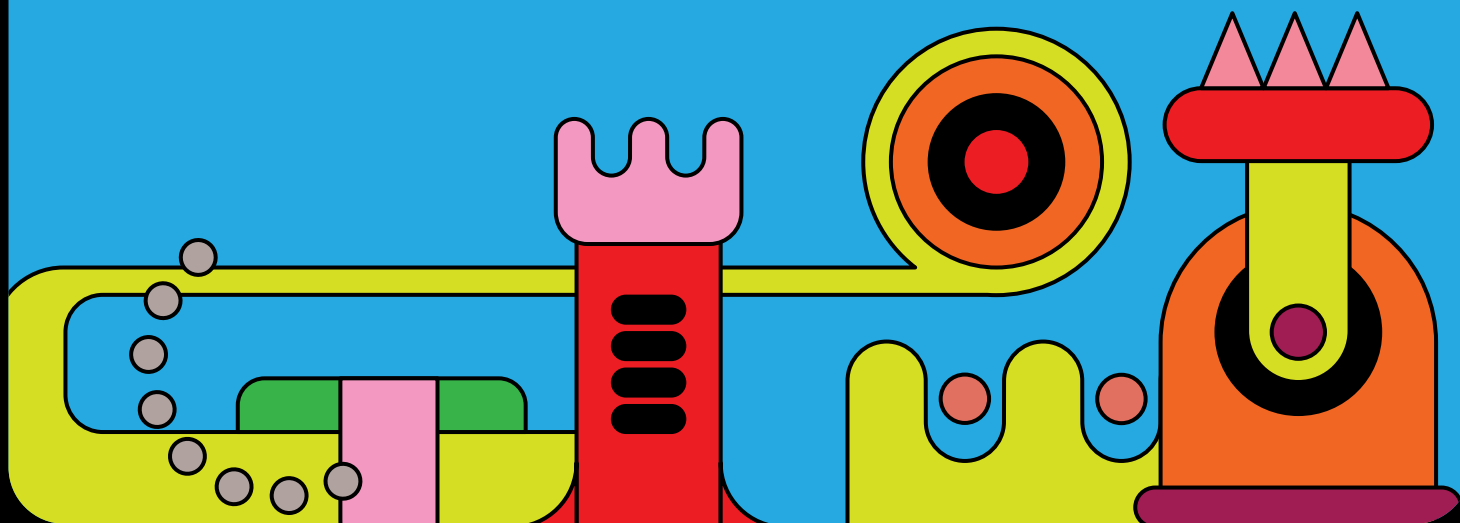
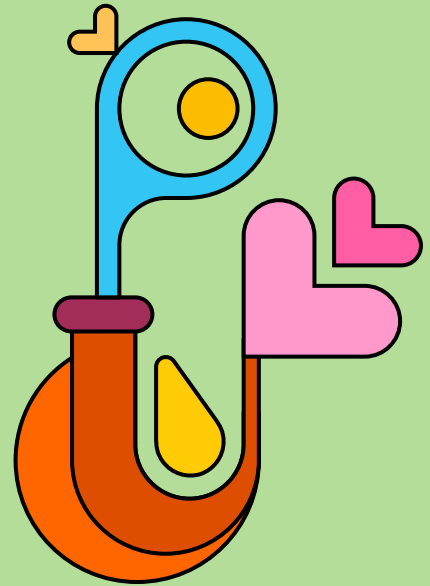


# Wildflowerz!

Arts &  
Music Festival

## 2025 SPONSOR AND EXHIBITOR PROSPECTUS





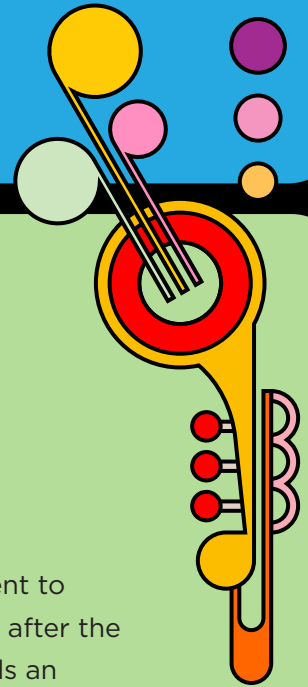
# GET READY!

## It's about to be a wild weekend!

The Wildflower! Arts & Music Festival is a three day award-winning celebration of eclectic arts and music that enhances the cultural experience in the North Texas region. It draws attendees from all over the state and country to Richardson, Texas each year, the third weekend in May.

Over the years attendees have enjoyed a variety of musical acts on multiple stages, regional cuisine and creative arts by local vendors. Past performers include the Fitz and the Tantrums, Judah & the Lion, Grand Funk Railroad, The Guess Who, Neon Trees, Quiet Riot, The Jacksons, and so many more. Join us in 2025, as we celebrate 33 years of Wildflower! memories and experiences.

# FESTIVAL FACTS



## Get to know a little about us.

### HISTORY

Originally held in 1993, Wildflower! began as a small springtime community event to celebrate the wildflowers planted throughout the city and quickly “blossomed” after the second year when national headlining entertainers were added. Growing crowds and subsequent logistical challenges led the event to move from Breckinridge Park in northeast Richardson to the Greenway Corporate Office Park. It was here that Wildflower! was able to expand and grow to cover over 30 acres featuring multiple stages, arts, music, exhibits and family activities.

In 2002, Wildflower! again relocated to accommodate the growing needs of the event to the Galatyn Park Urban Center, a convenient commercial and residential location.

Through the dedication of the Richardson community and sponsors, Wildflower! provides a range of programs that enrich the festival experience for attendees, as well as engaging talented musicians and artists. Programs and activities include Battle of the Bands, Art Guitar Auction, Al Johnson Performing Songwriter Contest, WF! Kids interactive area, Budding Talent and additional award winning programs.

### ACCOMPLISHMENTS

Winner of many International Festival & Events Association Pinnacle Awards: Best Social Media Site, Best Event/Organization E-Newsletter, Best Volunteer Program, Best Street Banner and Best Social Media Campaign.

### PRODUCED BY

The Wildflower! Arts & Music Festival is managed and supported by the City of Richardson Parks and Recreation Department - Community Events Division.



# SOCIAL MEDIA AND MARKETING

Sharing our story, one click at a time.



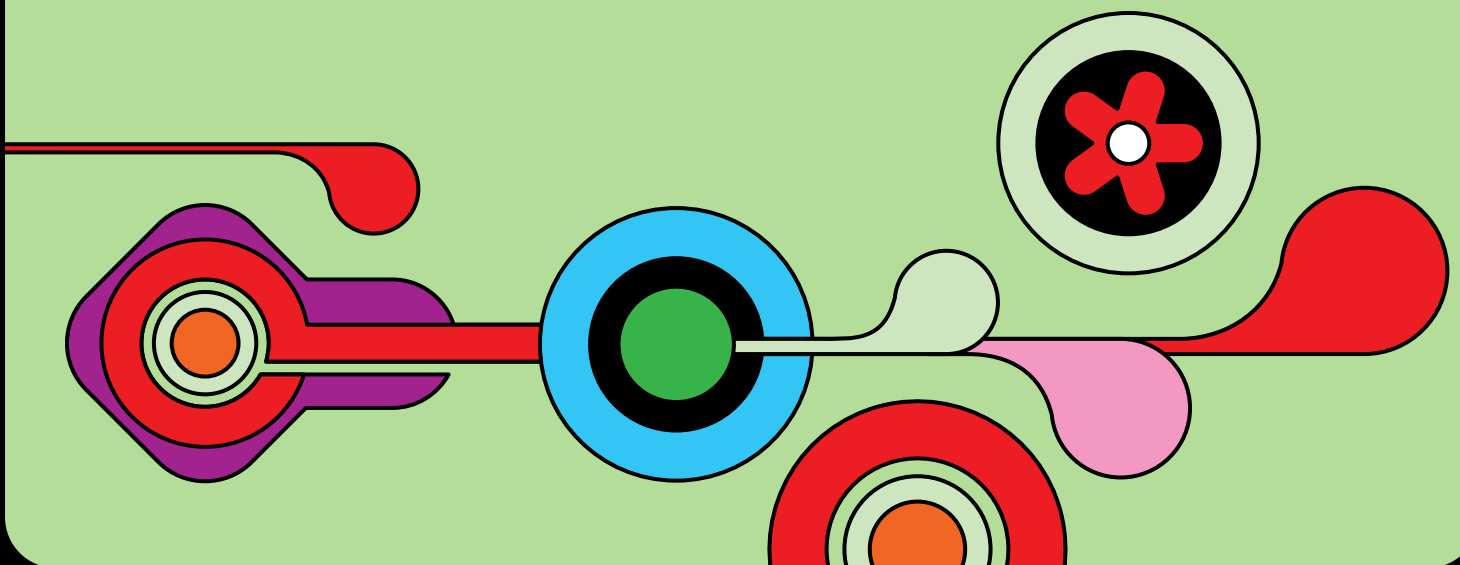
35,000 Facebook Followers



9,322 Instagram Followers

## Additional Marketing

Dallas Observer, Community Impact Newspaper, Buddy Magazine, Do214, DallasSites101, Billboards, Street Team, CultureMap, DART, KJJK 100.3 Jack FM, KVIL ALT 103.7, TheZooRocks.com, Spotify, Direct E-Newsletter, Regional Radio, Programmatic, Digital Radio, Utility bill inserts, posters, on-site signs, banners, naming rights and other print or digital materials.



# WHY SPONSOR?

## Benefit from a Wildflower! partnership.

Increase brand awareness by taking advantage of the festival's dynamic marketing campaign.

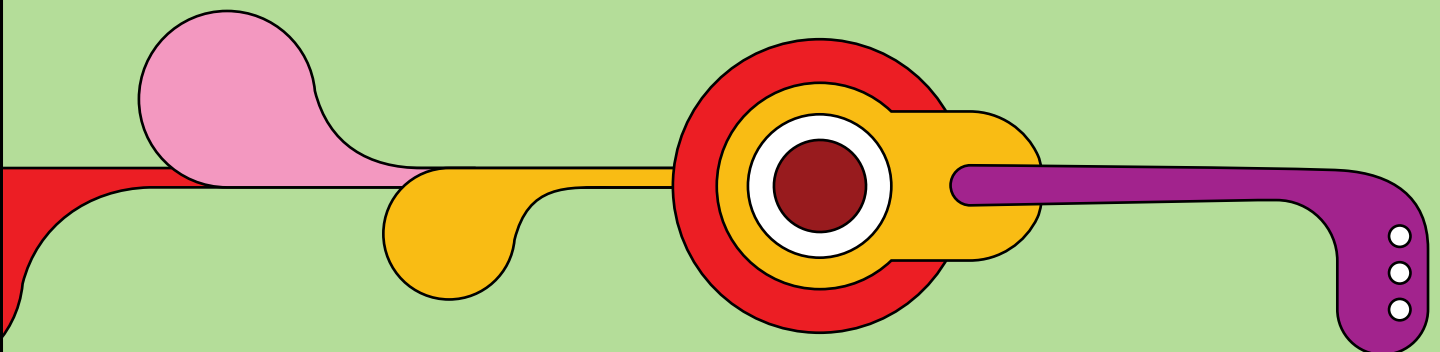
Enhance the art, music and cultural landscape of North Texas.

Bolster your brand by partnering with an award winning festival.

Contribute to creating life long memories and experiences for the Wildflower! community.

Reach your target audience through marketing initiatives and on-site activation.

Nurture relationships with employees and clients through sponsor benefits.



# 2024 SPONSORS

## HEADLINER



## SIGNATURE



## PLATINUM



## GOLD



## SILVER



## BRONZE

## MEDIA PARTNER



## CONTRIBUTING SPONSORS



# GET WILD!

## A variety of opportunities.

Wildflower! Arts & Music Festival is committed to providing customized sponsorship packages that align your company's goals with the Festival brand. Whether or not your goal is brand awareness, public relations or community impact, we will work to design the ideal sponsorship package for you.

Sponsorships range from \$750 to \$50,000 and can be applied to areas of the festival, programs, stages or special events. We are excited to work with you on creating wild experiences at Wildflower, and are happy to provide the following optional benefits:

**Naming Rights:** Exclusive naming of a special area in the festival.

**Exclusivity:** Freedom from competitors.

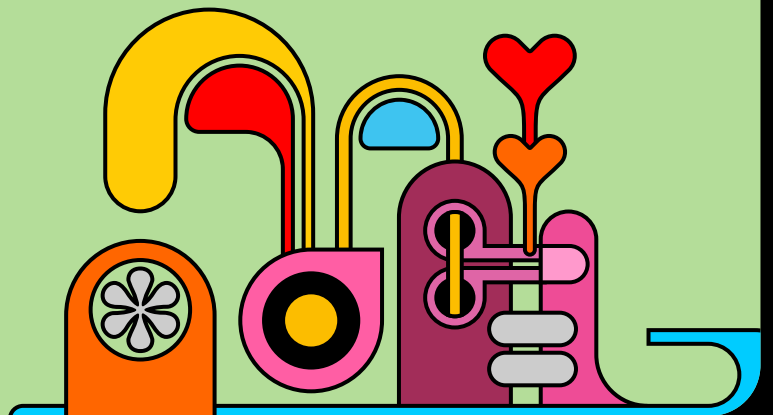
**Printed Collateral:** Festival Guide, VIP Guide, Street Banners, Promotional Poster, Utility Bill Insert.

**Advertising:** Press releases, e-newsletter, website, radio, and digital online ads.

**Social media/website:** Listing or logo inclusion on [wildflowerfestival.com](http://wildflowerfestival.com), high engagement on all social media platforms.

**On-site Festival Exposure:** Festival booth, stage announcements, :30 second commercial on stage screens, speaking opportunity on stage, signage.

**Festival tickets and discount link:** Select sponsorships includes tickets to the festival and opportunity to provide employees a link for discounted tickets.



# CONTACT US



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geoff.wright@cor.gov

[WILDFLOWERFESTIVAL.COM](http://WILDFLOWERFESTIVAL.COM)

[#WAMFEST2025](https://twitter.com/WAMFEST2025)

