

SNOJAM

COMEDY FESTIVAL

January 18-21, 2024

Sno Jam Comedy Festival's mission is to celebrate comedy and snow while enriching the community by supporting non-profit organizations in South Dakota.

SPONSOR INFO

SNOJAMCOMEDYFEST@GMAIL.COM | WWW.SNOJAMCOMEDYFEST.COM



ABOUT US



Sno Jam Comedy Festival is a 501c3 nonprofit located in Sioux Falls, SD that celebrates comedy and...snow! That's right there is no other comedy festival like it. Thirty comedians from around the country travel to Sioux Falls, SD to perform in various venues across the city showcasing their wits and endurance to the cold. Over the course of three days, comedians will be showcasing their talents through stand- up comedy and themed showcases, all the while supporting a good cause. Net proceeds benefit local non-profits.

Since its inception in 2016, Sno Jam Comedy Festival has raised over \$20k for local non-profits including Special Olympics South Dakota & All Cats Rescue

Our 2024 Charity Partner



DAKOTA ACADEMY OF PERFORMING ARTS

PREVIOUS SPONSORS





HEADLINERS



2024 Headliners



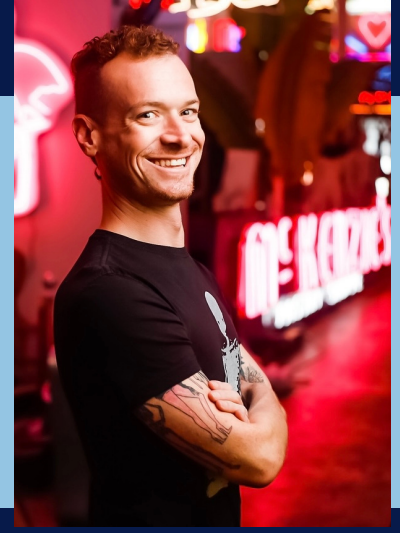
TIMMY WILLIAMS

- Whitest Kids U Know
- Tru TV
- IFC TV



SEAN JORDAN

- Late Late Show with James Corden
- Comedy Central
- All Fantasy Everything



RYAN ROGERS

LGBTLOL
QUEER COMEDY SHOW

- Nola Comedy Fest
- Hell Yes Fest
- Mobile Comedy Fest

PREVIOUS HEADLINERS



Jackie Kashian



Miss Shannan



Kevin McDonald



Dennis Regan



Mary Mack & Tim Harmston



STATISTICS



STATISTICS

- Raised over \$30k accumulated for area non-profits
- Attendance is between 500-600 over 3 days
- Featured Kevin McDonald from “Kids In The Hall”, Sean Jordan from “All Fantasy Everything,” & Mary Mack from Hulu’s “Solar Opposites”
- Social Media Reach was between 3-4k paid reach & 1-2k organic reach
- Previous sponsors include Remedy Brewing Co, Valley Inn, Sioux Falls Dent Repair, Smithfield Food, Sunny Radio, Boss’ Comedy Club, and Boss’ Pizza & Chicken. Featured on multiple local TV & printed media outlets
- Over 6,200 web visitors annually, 4,230 unique visitors
- Over 8,800 Facebook impressions annually



EXPECTED AUDIENCE & DEMOGRAPHICS

- Over 1200-1500 spread over 3 days
- Working Adults/Business Owners/Comedians
52% Male & 48% Female
- The average age range is from 21 to 50 years old

DETAILS

- Benefiting The Dakota Academy of Performing Arts
- January 18-21, 2024
- Located in Sioux Falls, SD
- Hosted by Boss’ Comedy Club, Remedy Brewing Co. & Lucky’s
- Stand up shows
- Themed shows
- 2024 Timmy Williams (The Whitest Kids U Know) and Sean Jordan (The Late Late Show with James Corden)
- Comedians from across the country





SPONSOR PACKAGES



Premier Sponsor - \$10,000

Includes all print, web, media, and onsite marketing opportunities and "(Your business name here) presents Sno Jam Comedy Festival 2023. Also includes 20 All-Access festival passes with meet & greets with comedians.



Platinum Sponsor - \$5,000

Includes print, web, and media advertising. Also includes 10 All- Access festival passes with meet & greets with comedians.



Gold Sponsor - \$2,500

Includes print, web, and social media advertising. Also includes 5 All- Access festival passes.



Sponsor A Headliner - \$1500

Includes all print, web, media, and onsite marketing opportunities and "(Your business name here) presents (Headliner's name here). Also includes 4 All-Access festival passes with a meet & greet with the headliner.



Silver Sponsor - \$1,000

Includes print, web, and social media advertising. Also includes 2 All- Access festival passes.



Bronze Sponsor - \$500

Includes print, web, and social media advertising.



Create Your Own Package

Don't see a package that's right for your company, we can customize your sponsorship to fit your budget, and/or we can trade for goods and services

- **Deadlines:** Commitment by December 15, 2023, funding on or before January 15, 2024
- All sponsorships are tax-deductible under the non-profit status of Sno Jam Comedy Festival EIN: 87-1365781
- All-Access Passes Are \$50-\$75
- Print refers to tickets, flyers, programs, and badges. Web refers to www.snojamcomedyfest.com website. Media refers to radio, TV, press releases, and social media such as Facebook and Twitter.



SPONSOR FORM



Name: _____

Title: _____

Name of Company/Organization: _____

Address: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email Address: _____

Select Sponsor Level:

- Premier \$10,000
- Platinum \$5,000
- Gold \$2,500
- Headliner \$1500
- Silver \$1,000
- Bronze \$500
- Custom \$ _____

Method of Payment:

- PayPal (snojamcomedyfest@gmail.com)
- Check (Make checks payable to Sno Jam Comedy Festival)
- Cash
- In-Kind (Amount): _____
- Other _____

Signature: _____ Date: _____

Return form and checks to Sno Jam Comedy Festival, 1504 E 24th, Sioux Falls, SD 57105. If you have any questions or concerns about the program, please call (605) 681-3706, email snojamcomedyfest@gmail.com, or visit www.snojamcomedyfest.com