



# Partnership Proposal



**2026 - THIRD EDITION**

**[OLALLA-LAVENDER-FESTIVAL.COM](http://OLALLA-LAVENDER-FESTIVAL.COM)**

# WELCOME *note*



## **LAVENDER. MUSIC. CREATIVITY. COMMUNITY.**

---

Thank you for your interest in supporting the Olalla Lavender Festival. Each summer, our community comes together to celebrate lavender, creativity, music, and connection. Your support helps make this joyful, welcoming festival possible.

Warmly,

**Huguette Marsicano**

Founder, Olalla Lavender Festival



## **ABOUT THE OLALLA LAVENDER FESTIVAL**

---

Each summer, the Olalla Lavender Festival brings together farms, artists, musicians, families, and visitors for a full weekend to celebrate lavender, local creativity, and community connection.

Sponsorships help make this festival welcoming, accessible, and memorable, while offering meaningful visibility for local businesses and organizations.

## **FESTIVAL AT A GLANCE**

### **Location**

Olalla, WA

### **Format**

Two-day summer festival

### **Attendance**

3,700+ tickets claimed in 2025

### **Experiences**

Lavender farms, live music, artisan markets, wellness moments, family activities

### **Live Music**

Multiple performances across the weekend

### **Gathering Places**

9 unique festival locations

### **Audience**

Local & regional visitors

### **Online Presence**

Over 10,000 website visits during festival season

# THE WHY *impact*



**Sponsors may choose to support the festival as a whole, or partner with a specific experience that brings the festival to life.**



## **WHY SUPPORTING THIS FESTIVAL MATTERS**

Sponsoring the Festival is a meaningful way to **support a beloved rural community celebration while gaining thoughtful visibility with a highly engaged local and regional audience.**

In addition, many Olalla residents regularly shop, dine, and do business throughout the region due to limited local retail options.

Festival sponsorship offers businesses a unique opportunity to show support for the community behind those customers, meeting people where they live and strengthening relationships beyond the point of sale.

## **PREFER TO EXPLORE THIS INFORMATION ONLINE?**

Visit the Olalla Lavender Festival sponsorship page for the most up-to-date details: [olalla-lavender-festival.com/support-the-festival-2026](https://olalla-lavender-festival.com/support-the-festival-2026)

# FESTIVAL-WIDE SUPPORT



## COMMUNITY FRIEND - \$250

- Name listed on the festival website sponsor page
- Group thank-you mention on social media
- Inclusion in the post-festival thank-you article



## SUPPORTING SPONSOR - \$500

- Logo or name listed on the festival website with short description
- Dedicated social media thank-you post
- Recognition on shared on-site sponsor signage



## FESTIVAL PARTNER - \$1,000

- Prominent logo placement on the festival website
- Sponsor spotlight feature (website or blog)
- Social media spotlight post
- On-site recognition at the Olalla Grange (Festival Hub)



## PRESENTING SPONSOR - \$2,500

- "Presented by" recognition alongside festival branding
- Premium logo placement on the festival website
- Featured sponsor spotlight
- Multiple social media mentions
- On-site banner or signage at the Festival Hub

# EXPERIENCE SPONSORSHIPS



## **WISHING TREE SPONSOR - \$500 (ONE AVAILABLE)**

Visitors are invited to write wishes or intentions and hang them, creating a living display of community hopes.

- Acknowledgment on the Wishing Tree display signage, and on the container holding the wish cards and ribbons
- Website and social media acknowledgment



## **LAVENDER REFLECTION WALK SPONSOR - \$500 (ONE AVAILABLE)**

Visitors wander a gentle path featuring lavender-themed poetry and reflections.

- Name included on the poem walk entrance signage
- Recognition on each poem display along the path
- Website and social media acknowledgment



## **LIVE MUSIC SPONSOR - \$750 (PER DAY) | \$1,500 (WEEKEND)**

Support the live music performances that create joyful gathering spaces throughout the weekend.

- Recognition on stage signage and on dedicated website page
- Mention on the music schedule signage & poster
- Website and social media acknowledgment



## **LAVENDER PLAZA SPONSOR - \$1,000 (ONE AVAILABLE)**

The Lavender Plaza is a relaxed space where visitors sit, enjoy food, listen to music, and spend time together.

- Recognition on Lavender Plaza signage
- Sponsor note placed on each table of the plaza
- Website and social media acknowledgment

# EXPERIENCE SPONSORSHIPS



*cont.*



## **LAVENDER WREATH PHOTO SPOT - \$400 (ONE AVAILABLE)**

Sponsor a playful photo installation where visitors capture their lavender festival memories.

- Name displayed on the photo installation signage
- Visibility in visitor photos shared on social media
- Website and social media acknowledgment



## **WELCOME BOOTH SPONSOR - \$1,000 (ONE AVAILABLE)**

Support the first impression of the festival!

- Recognition on Lavender Welcome signage at the Festival Hub
- Mention on the printed festival map distributed to all visitors
- Website and social media acknowledgment



## **COMMUNITY CANVAS SPONSOR - \$300 (ONE AVAILABLE)**

Festival visitors contribute to a collaborative artwork that is later auctioned to support local Boy Scouts.

- Recognition displayed at the Community Canvas station
- Sponsor name included on the final artwork plaque
- Website and social media acknowledgment



## **WELLNESS MOMENTS SPONSOR - \$400 (ONE AVAILABLE)**

Support small moments of pause and well-being.

- Recognition on the Lavender Wellness Moments cards placed at all festival locations and distributed to visitors
- Acknowledgment on the introductory Wellness Moments sign explaining the initiative
- Website and social media acknowledgment



# HOW TO BECOME A SPONSOR

*simple*

Supporting the Olalla Lavender Festival is designed to be simple and personal. Whether you're a local business, a regional company, or an individual supporter, we'll guide you every step of the way.



## STEP 1 CHOOSE YOUR SPONSORSHIP

Review the available Festival-Wide Sponsorships and Experience Sponsorships to find the option that best fits your interests and goals.



## STEP 2 SUBMIT THE SPONSOR FORM

Complete the sponsor interest form to let us know which sponsorship you're interested in. This helps us confirm availability and gather the details needed for recognition.



## STEP 3 CONFIRMATION & NEXT STEPS

Once we receive your form, we'll be in touch to:

- confirm availability,
- finalize recognition details,
- share payment options.

Sponsorships are confirmed once details are agreed upon and payment is received.

Visit [olalla-lavender-festival/support-the-festival](https://www.cognitofrms.com/ILoveOlalla/_2026OLFSponsorForm) or directly fill the form:  
[https://www.cognitofrms.com/ILoveOlalla/\\_2026OLFSponsorForm](https://www.cognitofrms.com/ILoveOlalla/_2026OLFSponsorForm)

### QUESTIONS OR CUSTOM IDEAS?

We're happy to connect! [hello@olalla-lavender-festival.com](mailto:hello@olalla-lavender-festival.com) or (206) 859-1422

# THANK YOU

*We're grateful for your  
interest in the Olalla  
Lavender Festival*

Thank you for taking the time to explore sponsorship opportunities with the Olalla Lavender Festival. **Your interest alone helps support a celebration rooted in community, creativity, music, and connection.**

Whether or not sponsorship is the right fit for you this year, **we warmly invite you to experience the festival in person, to enjoy the music, the lavender, and the simple joy of gathering together in Olalla.**

We hope to welcome you this summer.

Warmly,

**Huguette Marsicano**

Founder, Olalla Lavender Festival





**A CELEBRATION OF LAVENDER, LIVE MUSIC,  
& THE JOY OF DISCOVERING OLALLA.**

*We hope to welcome you in Olalla!*

**OLALLA-LAVENDER-FESTIVAL.COM  
HELLO@OLALLA-LAVENDER-FESTIVAL.COM**