

SKAGIT VALLEY

Tulip Festival

2025
Sponsorship Opportunities



WHERE TULIPS & COMMUNITY FLOURISH

The Skagit Valley Tulip Festival was born in 1984 as a local celebration of the region's stunning tulip bloom. Over time, the event has grown into a month-long countywide celebration that attracts visitors from not just the Puget Sound region but across the world!

The Festival celebrates both the breathtakingly beautiful blooms throughout the valley and the greater Skagit Valley community—its diverse offerings, events, businesses, restaurants, and additional places to visit and stay throughout the year.

This colorful celebration has become a cornerstone of the Skagit Valley, driving economic stimulus, community engagement, and support for area agriculture and businesses.

Honoring the area's fertile agricultural heritage, the Skagit Valley Tulip Festival showcases the beauty of these extraordinary flowers and the vibrant community they represent.



OPENING CEREMONIES

February 2025

The new 2025 Opening Ceremony combines the former Poster Unveiling and Gala Event. This exclusive sponsor and media event will draw regional press to mark the festival's start and unveil new tulip varieties, events, and experiences for April.



AMBASSADOR EVENT

March 2025

The Ambassador Event is a cherished tradition that brings together 4th and 5th graders from across Skagit County. This program is designed to educate youth about agriculture and nurture young leaders within the community.



TULIP FESTIVAL PARADE

April 2025

The Tulip Festival Parade is an annual event featuring a wide variety of participants that showcases community support and highlights the value of agriculture in our region.



OVERVIEW - TULIP FESTIVAL EVENTS



SKAGIT VALLEY

Tulip Festival

BY THE NUMBERS

OVER 450,000
TOTAL ATTENDEES

30
DAYS



45%
MALE

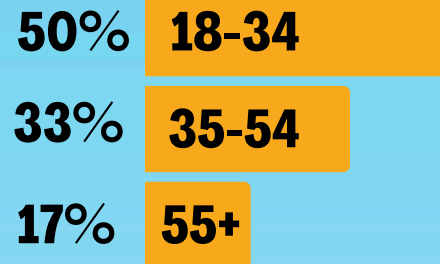


55%
FEMALE

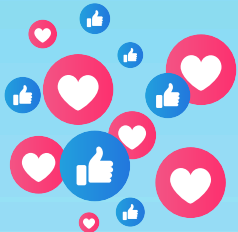


\$186
AVG. SPEND
PER PERSON

AGE



49.7%
TRAVEL FROM
SEATTLE



127K
SOCIAL
MEDIA
FOLLOWERS

69%
ARE RETURNING
ATTENDEES



2.3 DAYS
AVG. LENGTH
OF STAY



650K
ANNUAL
WEBSITE VISITS

WHY SUPPORT THE FESTIVAL?

Economic Impact

The Skagit Valley Tulip Festival is more than just a breathtaking display of tulips—the annual event makes a significant impact on the strength of Skagit County’s economy. Your sponsorship provides:

- **Visitor Magnet:** Each April, the festival acts as a powerful magnet, generating over **\$83 million** in revenue across Skagit County in 2024. Visitors discover Skagit Valley’s diverse offerings, from amazing outdoor adventures, delectable dining experiences, charming places to stay, local shopping experiences, art galleries, historical sites and more!
- **Strategic Marketing:** The festival allocates a substantial budget for strategic marketing, enticing visitors to explore beyond the festival. A brand-new website further encourages overnight stays and deeper engagement with the valley’s attractions.
- **Collaborative Approach:** The Skagit Valley Tulip Festival works closely with local businesses to promote the region’s attractions and bolster tourism growth.

“Each year, the festival attracts over 450,000 visitors, providing a significant boost to local businesses and creating numerous job opportunities within our community. This influx of tourists not only drives immediate economic benefits but also positions Skagit Valley as a premier destination”.

-Kristen Keltz

CEO, Skagit Valley Tourism Bureau



WHY SUPPORT THE FESTIVAL?

Children's Education

The Skagit Valley Tulip Festival Ambassador Program offers children across the valley invaluable educational experiences. Your support helps provide:

- **Community Engagement:** Ambassadors develop civic responsibility and social skills by representing the festival and interacting with diverse groups.
- **Public Speaking:** Ambassadors build confidence and enhance their communication skills by speaking at events and sharing their enthusiasm for the festival.
- **Leadership:** The program cultivates leadership, teaching initiative, collaboration, and the ability to inspire others.
- **Environmental Awareness:** Ambassadors explore horticulture, environmental conservation, and the significance of tulips in Skagit Valley.



WHY SUPPORT THE FESTIVAL?

Traffic Busting

Managing traffic is a top priority. Those especially bright and beautiful days can become busy, but the goal is to minimize the impact of traffic day to day. Your sponsorship supports:

- **Mobile-Friendly Website:** The festival's mobile-friendly website provides maps of attractions and direct links to business locations for easy navigation. This helps visitors plan their trip and navigate the county efficiently.
- **Traffic Collaboration and Coordination:** The festival works with major stakeholders, including the Washington State Department of Transportation (WSDOT), Public Works, and law enforcement, to review and improve traffic management practices.
- **Signage and Lights:** Public Works installs flashing lights on stop signs, "no parking" signs on shoulders, and "local traffic only" signs on specific roads to guide visitors and reduce congestion.
- **Overtime Officers:** The festival funds overtime officers who direct traffic at key points, such as McLean and Beaver Marsh Roads.



WHY SUPPORT THE FESTIVAL?

Agricultural Advocacy

The Skagit Valley Tulip Festival not only helps educate youth but also champions Skagit agriculture on a global stage. Here's how you support the farming community:

- **Year-Round Education:** Beyond April, the festival serves as a springboard for sharing the story of Skagit agriculture across over 600,000 visitors to the SVTF website and 160,000 followers on social media.
- **Sharing Sustainable Farming Practices:** Festival organizers and participating farms prioritize sustainable practices. The festival helps share how Skagit farms focus on soil health and crop rotation to preserve the land and its resources.
- **Stunning Visual Storytelling:** Executive Director Nicole Roozen sees the tulips as a visual representation of Skagit Valley's rich agricultural heritage. The festival highlights the hard work and practices behind these colorful blooms.



SAMPLE OF 2024 FESTIVAL SPONSORS



WHAT OUR SPONSORS ARE SAYING

“Quantum Construction values the sponsorship opportunities provided by the Skagit Tulip Festival, as it reflects our dedication to supporting local events and our commitment to the people we serve.”

- Karin Baldwin, President at Quantum Construction



“The Skagit Valley Tulip Festival plays a vital role in sustaining and enriching the agricultural, economic and cultural fabric of La Conner.”

-Marna Hanneman, Mayor of La Conner



“As a business owner in the Skagit Valley, the Tulip Festival is hugely valuable to us. We are grateful to participate in an event that benefits so many small businesses and our entire local economy so profoundly.”

-Erika Fairman , Owner of Snow Goose Produce



“North Coast Credit Union has been a long-time sponsor of the Skagit Valley Tulip Festival. It’s important for us to support this great organization and event that has such a positive and economic impact in the community, but also drives value to the sponsors of the festival. We look forward to continuing our sponsorship .”

– Thomas Boucher, Community Development Officer at North Coast Credit Union



“We see a 20% boost in business in April, typically a slower month at our other locations, due to the efforts of the Skagit Valley Tulip Festival. Sponsoring the Tulip Festival ensures our success through greater visibility, advertising, and marketing opportunities. Beyond that, I see the Festival as a great way to engage and partner with the greater community. Supporting such a mammoth economic driver for Skagit County benefits us all.”

-Kristen Nannery, Owner of Shawn O'Donnell's



SPONSORSHIP OPPORTUNITIES

GROWTH SPONSOR

Sponsorship at the Growth level is ideal for businesses looking to boost their brand visibility, while still contributing to the economic vitality of our community. As a Growth sponsor, you'll gain valuable exposure and a range of promotional benefits designed to enhance your business's presence.

IMPACT SPONSOR

Sponsorship at the Impact level is for those who want to make a significant contribution to the Skagit Valley Tulip Festival's mission of educating both local children and the global community about valley agriculture. This level offers exclusive benefits and opportunities to support meaningful community initiatives and receive high-profile recognition.

EVENT SPONSOR

Support the Skagit Valley Tulip Festival by sponsoring one of our key events and programs. Each sponsorship offers unique opportunities to showcase your brand while contributing to the vibrancy and success of our festival

PROGRAM SPONSOR

Sponsorship at the Program level supports the operation of the festival through the Arts & Culture as the festival presents the new art for 2025 and embarks on a curated gallery exhibition of original tulip art from the last three decades of the festival. An additional opportunity to sponsor the Volunteer Program, the heart and soul of the Skagit Valley Tulip Festival.



GROWTH SPONSOR

Premier Growth Partner: \$1000
 Business Growth Partner: \$750 (4-99 employees)
 Startup Growth Partner: \$400 (1-3 employees)
 Non-profit Growth Partner: \$300 (available for charities)

Sponsorship at the Growth level helps the Skagit Valley Tulip Festival enhance your business and support the economic health of our community. By becoming a Growth sponsor, you will receive valuable brand exposure and a range of promotional benefits, including:

- Website Recognition: Your company will be featured on our website, including a listing in the Attractions section with a backlink to your company.
- Events Calendar Placement: Your business will be highlighted in the Events Calendar on our website.
- Brochure Listing: Inclusion in the Skagit Valley Tulip Festival (SVTF) brochure, distributed to thousands of attendees.
- Opening Ceremonies: be part of this new, sponsor-only event that will mark the start of the festival season, drawing community leaders and media from across Washington.

	Nonprofit and Startup Partners	Business Partner	Premier Partner
Website listing	✓	✓	✓
Events Calendar		✓	✓
Brochure Listing		✓	✓
Festival Faves Homepage Placement			✓
Tickets to Opening Ceremonies			✓



IMPACT SPONSOR

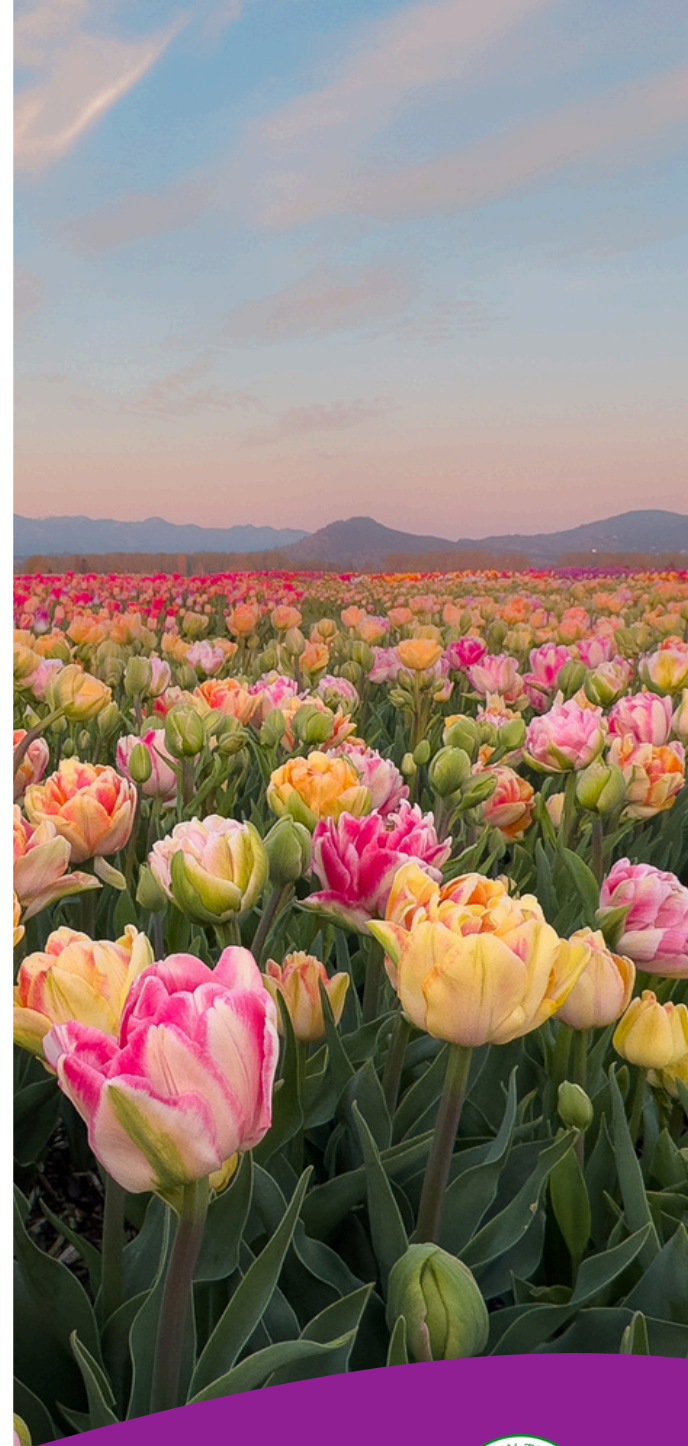
Community Champion: \$5,000

Community Leader: \$4,000

Community Partner \$3,000

Sponsorship at the Impact level supports the Skagit Valley Tulip Festival in its efforts to educate Skagit children and the global community about valley agriculture. By becoming an Impact sponsor, you will gain prominent recognition and exclusive benefits, including:

- Exclusive Invitation: Access the Opening Ceremonies in February (formerly the Poster Unveiling and Gala).
- VIP Access: Tour tulip grower operations for a behind-the-scenes look.
- Free Tickets: Enjoy complimentary admission to the display gardens.
- Website Placement: Featured on the SVTF homepage, reaching 650,000 annual visitors.
- Brochure Inclusion: Listed in the SVTF brochure, distributed to thousands of festival-goers.
- Email Updates: Included in e-newsletter's sent to 8,000+ subscribers.
- Social Media Exposure: Mentioned in posts to 127,000 followers.
- Festival Banner: Prominently displayed on the 2025 Tulip Festival Banner at all events.



SKAGIT VALLEY TULIP FESTIVAL'S NEWEST EVENT: OPENING CEREMONIES

Presenting Sponsor: \$10,000 (one spot available)

Entertainment Sponsor: \$5,000 (two spots available)

The Skagit Valley Tulip Festival Opening Ceremony will be a new and reimagined event for 2025, combining elements of the former Unveiling and Gala event. This exclusive, sponsor-only event will be hosted in February, marking the start of the new festival season.

It will draw community leaders and media from across Washington, featuring a live musical act to enhance the celebratory atmosphere. As a sponsor, your brand will be prominently featured in all promotional materials, offering extensive visibility. You will also have exclusive opportunities to engage with key stakeholders, enhancing your connections and maximizing your brand's impact.



TULIP PARADE

Presenting Sponsor: \$10,000 (one spot available)

Kid Zone Sponsor: \$2,500 (two spots available)

The Tulip Parade is a highlight of the festival, drawing hundreds of spectators who line the streets of La Conner to enjoy a vibrant array of parade entries. As a parade sponsor, your brand will gain prominent visibility with opportunities for logo placement on parade banners and entries, as well as promotions of the parade. Additionally, you will have the exclusive chance to be a parade announcer, enhancing your connection with the audience and highlighting your brand throughout this celebrated event.

The Kid Zone at the Tulip Parade will be an exciting new area designed for children to enjoy a variety of activities and games. Sponsoring the Kid Zone offers prominent branding opportunities, including signage at activity stations, logo placement throughout the zone, and inclusion in promotional efforts leading up to the parade. This sponsorship ensures your brand is front and center in a family-friendly space that enhances the parade experience for all attendees.



AMBASSADOR EVENT

Presenting Sponsor: \$10,000 (one spot available)

The Skagit Valley Tulip Festival Ambassador Event selects young leaders from the community to represent the festival at events and engagements throughout the year. By sponsoring this event, your brand will be associated with fostering youth leadership and community involvement, with logo placement on ambassador shirts, banners, and promotional materials.



ARTS & CULTURE PROGRAM

Contributing Sponsor: \$2,500 (multiple spots available)

As an Arts & Culture sponsor, you'll support the debut of our annual tulip poster and the first-ever exhibition of original tulip art. This unique sponsorship offers prominent branding on event materials, connecting your brand with the festival's vibrant cultural and artistic celebration. Join us in showcasing the beauty and creativity of the Skagit Valley Tulip Festival!



VOLUNTEER PROGRAM

Contributing Sponsor: \$1,000 (5 spots available)

The Volunteer Program is the backbone of the Skagit Valley Tulip Festival, with dozens of dedicated volunteers contributing their time and energy to make the event a success. Sponsoring the Volunteer Program offers your brand recognition on volunteer t-shirts, at the volunteer appreciation luncheon and holiday party, and in communications with our dedicated network of volunteers, demonstrating your support for community engagement and civic pride.



Marinus Rouw, Volunteer of the Year 2015. We miss you Marinus.





Thank You

**For more information contact:
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SKAGIT VALLEY

Tulip Festival

