

Skagit Valley Tulip Festival Sponsor Packages



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 season. 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



Skagit Valley Tulip Festival 2025 Overview

OVER 450,000
estimated attendees

34
days

\$51 million
estimated revenue
across Skagit County

top states visited from

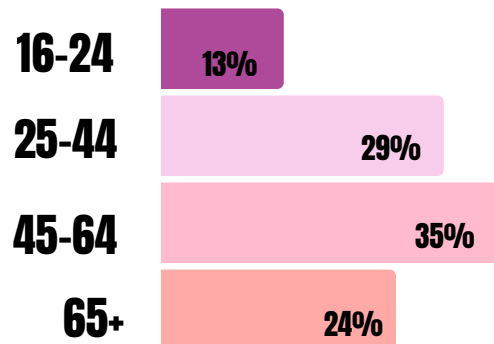
1. Washington 67%
2. California 5%
3. Oregon 4%
4. Texas 3%
5. Arizona 2%



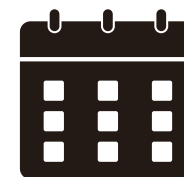
35%
travel from
King & Pierce
Counties

return visitors
66%

age



\$113
avg. spend
per person



1.8 days
avg. length of
stay

Tulip Festival Sponsorship



Each spring, the Skagit Valley Tulip Festival welcomes hundreds of thousands of visitors to celebrate the beauty of our region and it all happens with the support of local businesses like yours. Our sponsorship levels offer a meaningful way to advertise your business, connect with both the community and visitors, and demonstrate your support for one of Washington's most iconic events. Whether you're looking to boost visibility, promote your services, or give back to the community, these sponsorship opportunities are a great way to be part of the magic.



Supporter \$750

- Logo placement on the Sponsor page of the Skagit Valley Tulip Festival Website
- A dedicated business attractions page with placement on our interactive website map
- Inclusion in the Festival's website events calendar
- Business listed & mapped in the Tulip Festival brochure, with 80,000 copies distributed across Washington State

Partner \$1,000

All \$750 benefits, plus:

- Temporary logo placement on our website homepage under the "Festival Faves" section
- Logo inclusion on our Tulip Festival sponsors traveling event banner
- Unframed Tulip Festival poster (*framed upon request*)
- Two (2) tickets to the Opening Ceremony sponsor event in March 2026

Bronze \$2,500

All \$1,000 benefits, plus:

- Two (2) admission tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres
- Logo inclusion on the official Tulip Festival Headquarters banner, prominently displayed outside our office throughout the spring season for high local visibility.

Silver \$3,000

All \$2,500 benefits, plus:

- Two additional tickets to the Opening Ceremony sponsor event in March 2026 (*4 total tickets*)
- Two additional admission tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres (*4 total tickets*)
- One (1) promotional email inclusion sent to our 16,000+ Tulip Festival Newsletter subscribers
- One (1) social media spotlight across both Instagram & Facebook channels

Gold \$4,000

All \$3,000 benefits, plus:

- Two additional tickets to the Opening Ceremony sponsor event in March 2026 (*6 total tickets*)
- Two additional admission tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres (*6 total tickets*)
- Inclusion in one (1) official Tulip Festival blog post, offering added visibility and brand alignment through our storytelling and promotional content
- One-month (1) digital display ad placement on the Tulip Festival website (*creative designed and provided by the sponsor*)

Children's Coloring & Activity Book

We're excited to launch a brand-new Children's Tulip Festival Coloring & Activity Book for the 2026 season! Over 10,000 copies of this fun and family-friendly book will be printed and distributed for free to local restaurants, hotels, libraries, and other community hubs throughout Skagit County. Created to engage younger audiences and their families, the coloring book also offers unique sponsorship opportunities—giving businesses increased exposure in a creative and memorable format. It's a fresh way to support the Festival while reaching families and visitors in a meaningful, lasting way.



Coloring Book Title Sponsor \$5,000

One (1) spot available

Digital Presence

- Logo placement on the Sponsor page of the Skagit Valley Tulip Festival website
- Dedicated business attractions page with placement on our interactive website map
- Inclusion on the Festival's online events calendar
- Temporary feature on the website homepage under "Festival Faves"

Print & Collateral Exposure

- Logo on the Tulip Festival Children's Coloring Book as the exclusive Title Sponsor
- Business listed & mapped in the official Festival brochure
- Logo featured on our Tulip Festival sponsors traveling event banner
- Logo placement on the Festival Headquarters exterior banner (high-traffic visibility)
- Unframed Tulip Festival poster (*framed upon request*)

Event & Garden Perks

- Six (6) tickets to the Opening Ceremony sponsor event in March 2026
- Six (6) tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres

Coloring Book Business Ads \$650

Sixteen (16) spots available

Full-color business card-sized ad featured on the back cover of the Tulip Festival Children's Coloring Book, offering high-visibility placement in a family-friendly, widely distributed publication.

All ads must be designed and provided by the advertiser.

Coloring Book Activity Page Logo \$400

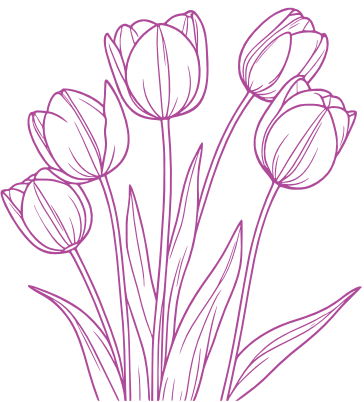
Fifteen of Sixteen (16) spots available

Black-and-white logo placement on one of the interior coloring or activity pages of the Tulip Festival Children's Coloring Book, providing subtle brand visibility in a fun and engaging format.



Tulip Festival Official Brochure

Our official Tulip Festival Brochure is one of the most powerful tools for connecting with visitors and we're refreshing it again for 2026! After a successful revamp last season and valuable feedback from our sponsors, we're enhancing the layout further to make the interactive map even more user-friendly and visually engaging. With 85,000 copies printed and distributed across Washington State, the brochure offers high-impact visibility for businesses looking to reach both local audiences and the thousands of visitors who travel to Skagit Valley every spring. Whether guests are planning their stops or navigating the bloom, your brand will be front and center.



Brochure Title Sponsor \$6,000

One (1) spot available

Digital Presence

- Logo placement on the Sponsor page of the Tulip Festival website
- Dedicated business attractions page with placement on our interactive website map
- Inclusion in the Festival's online events calendar
- Temporary logo feature on the homepage under the "Festival Faves" section
- One (1) promotional email inclusion to our 16,000+ Tulip Festival newsletter subscribers
- One (1) social media spotlight across both Instagram & Facebook

Print & Collateral Exposure

- Logo placement on the official Tulip Festival brochure – Recognized as the exclusive Brochure Title Sponsor
- Business listed & mapped inside the brochure
- Logo featured on the traveling event sponsor banner
- Logo placement on the Festival Headquarters exterior banner
- Unframed Tulip Festival poster (*framed upon request*)

Event & Garden Perks

- Six (6) tickets to the Opening Ceremony sponsor event in March 2026
- Six (6) tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres

Brochure Ads \$650

Limited spots available.

Connect with thousands of visitors and locals through our official Tulip Festival brochure—85,000 copies printed and distributed across key visitor centers, hotels, businesses, and throughout the Skagit Valley and beyond.

Your ad will be a full-color, business card-sized spot, offering a vibrant, tangible way to showcase your brand and make a lasting impression during the Festival.

All ads must be designed and provided by the advertiser.



Bloom Status

The Bloom Status page is one of the most vital and visited resources during the Tulip Festival, receiving over 300,000 views during festival season—making it our third most visited webpage. Visitors rely on this page to track real-time bloom updates, plan their trips, and maximize their Skagit Valley experience.

As the exclusive Bloom Status Title Sponsor, your logo and brand will be prominently featured under the status. This high-visibility placement is further amplified by frequent social media updates driving traffic to the page, email newsletter mentions featuring bloom updates, and more!



Bloom Status Title Sponsor \$10,000

One (1) spot available

Digital Presence

- Exclusive logo placement on the Bloom Status webpage, the Festival's most-visited page
- Recognition in all Bloom Status-related marketing
- Logo placement on the Sponsor page of the Tulip Festival website
- Dedicated business attractions page with placement on our interactive map
- Inclusion in the Festival's online events calendar
- Three-month (3) digital display ad on our website (*sponsor provides creative*)
- Featured logo on our homepage under "Festival Faves"

Print & Collateral Exposure

- Business listed and mapped in the official Tulip Festival brochure
- Logo featured on the traveling event sponsor banner
- Logo displayed on the Festival Headquarters exterior banner for high local visibility
- Unframed Tulip Festival poster (*framed upon request*)

Event & Garden Perks

- Ten (10) tickets to the Opening Ceremony Sponsor Event (March 2026)
- Ten (10) garden tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres

Digital Website Ads

Promote your business to hundreds of thousands of Tulip Festival visitors with a digital ad on our website! Sponsors can purchase ad space for a designated time period, giving your brand valuable flexibility and exposure. Ads can appear in high-traffic areas such as the homepage, Bloom Status page, and interactive map, and each ad is clickable—hyperlinked directly to the landing page of your choice. With over 650,000 annual website visitors, it's a powerful way to connect with both locals and out-of-town guests.

Ad Placement Options:

- 3-Month *PREMIUM* Ad (March–May): \$1,200
- 3-Month Ad (June–January): \$600
- 1-Month Ad:
 - \$400/month (February–May)
 - \$200/month (June–January)

All ads must be designed and provided by the advertiser.



Tulip Festival Art Exhibit

The Skagit Valley Tulip Festival Art Exhibit is entering a bold new chapter in 2026.

First introduced in 2025, this evolving event now will feature original, hand-selected tulip-themed artwork created by talented artists from Skagit, Whatcom, Snohomish, Island, and San Juan counties.

This rotating exhibit will travel across two cities within Skagit County during the spring season, allowing even more residents and visitors to engage with the incredible creativity that thrives in our region.

This sponsorship offers a unique opportunity to connect with both art lovers and Festival goers, while showcasing your commitment to local culture and expression.



Art Exhibit Title Sponsor \$10,000

One (1) spot available

Digital Presence

- Logo placement on the Sponsor page of the Tulip Festival website
- A dedicated business attractions page with placement on our interactive website map
- Inclusion in the Festival's online events calendar
- Three-month (3) digital display ad on the Festival website (*sponsor provides creative*)
- Temporary logo feature on the homepage under "Festival Faves"

Print & Collateral Exposure

- Logo featured on our Tulip Festival sponsors traveling event banner
- Logo placement on the Tulip Festival Headquarters exterior banner, displayed throughout spring
- Business listed & mapped in the official brochure
- Unframed official Tulip Festival poster (*framed upon request*)

Event & Garden Perks

- Ten (10) tickets to the Opening Ceremony sponsor event in March 2026
- Ten (10) tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres

Event-Specific Exposure

- Recognition in all event-related marketing and promotional materials: social media, website, print ads, and more
- Branding presence at the event: signage and other on-site materials
- Inclusion in the official event press release sent to regional and local media



Opening Ceremony



The Tulip Festival Opening Ceremony is a special, invitation-only event that marks the official start of tulip season and honors the people, businesses, and culture that make Skagit Valley thrive.

Held in the weeks leading up to the bloom, this festive kickoff event brings together our valued sponsors, local leaders, and community partners for an evening of connection, celebration, and appreciation. Guests enjoy a meaningful night of networking and recognition while experiencing cultural elements that reflect the heritage and diversity of Skagit County.



Opening Ceremony Title Sponsor \$10,000

One (1) spot available

Digital Presence

- Logo placement on the Sponsor page of the Tulip Festival website
- A dedicated business attractions page with placement on our interactive website map
- Inclusion in the Festival's online events calendar
- Three-month (3) digital banner ad on the Festival website (*sponsor provides creative*)
- Temporary logo feature on the homepage under "Festival Faves"

Print & Collateral Exposure

- Logo featured on our Tulip Festival sponsors traveling event banner
- Logo placement on the Tulip Festival Headquarters exterior banner, displayed throughout spring
- Business listed & mapped in the official brochure
- Unframed official Tulip Festival poster (*framed upon request*)

Event & Garden Perks

- Ten (10) tickets to the Opening Ceremony sponsor event in March 2026
- Ten (10) tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres

Event-Specific Exposure

- Recognition in all event-related marketing and promotional materials: social media, website, print ads, and more
- Branding presence at the event: signage, programs, and other on-site materials
- Inclusion in the official event press release sent to regional and local media

Opening Ceremony Entertainment \$5,000

Two (2) spots available

Digital Presence

- Logo placement on the Sponsor page of the Tulip Festival website
- A dedicated business attractions page with placement on our interactive website map
- Inclusion in the Festival's online events calendar
- One-month (1) digital banner ad on the Festival website (*sponsor provides creative*)
- Temporary logo feature on the homepage under "Festival Faves"

Print & Collateral Exposure

- Logo featured on our Tulip Festival sponsors traveling event banner
- Logo placement on the Tulip Festival Headquarters exterior banner, displayed throughout spring
- Business listed & mapped in the official brochure
- Unframed official Tulip Festival poster (*framed upon request*)

Event & Garden Perks

- Six (6) tickets to the Opening Ceremony sponsor event in March 2026
- Six (6) tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres

Event-Specific Exposure

- Recognition in all event-related marketing and promotional materials: social media, website, print ads, and more
- Branding presence at the event: signage, programs, and other on-site materials
- Inclusion in the official event press release sent to regional and local media

Annual Tulip Parade

The Skagit Valley Tulip Parade is a beloved springtime tradition that marches through downtown La Conner each April, featuring spirited walking groups, tractors, classic cars, horses, and more. In 2025, we introduced the KidZone—an interactive area where select sponsors hosted engaging, kid-friendly booths. It was a huge success and a fantastic way for businesses to connect directly with local families. For 2026, we're expanding the KidZone to include even more hands-on fun and more opportunities for community engagement. Parade sponsorship is a vibrant way to support the Festival and celebrate the season alongside the community.



Tulip Parade Title Sponsor \$10,000

One (1) spot available

Digital Presence

- Logo placement on the sponsor page of the Tulip Festival website
- A dedicated business attractions page with placement on our interactive website map
- Inclusion in the Festival's online events calendar
- Three-month (3) digital banner ad on the Festival website (*sponsor provides creative*)
- Temporary logo feature on the homepage under "Festival Faves"

Print & Collateral Exposure

- Logo featured on our Tulip Festival sponsors traveling event banner
- Logo placement on the Tulip Festival Headquarters exterior banner, displayed throughout spring
- Business listed & mapped in the official brochure
- Unframed official Tulip Festival poster (*framed upon request*)

Event & Garden Perks

- Ten (10) tickets to the Opening Ceremony sponsor event in March 2026
- Ten (10) tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres

Event-Specific Exposure

- Recognition in all event-related marketing and promotional materials: social media, website, print ads, and more
- Branding presence at the event: signage and other on-site materials
- Inclusion in the official event press release sent to regional and local media

Tulip Parade KidZone \$2,500

Two of four (4) spots still available

Digital Presence

- Logo placement on the Sponsor page of the Tulip Festival website
- A dedicated business attractions page with placement on our interactive website map
- Inclusion in the Festival's website events calendar
- Temporary logo feature on the website homepage under "Festival Faves"

Print & Collateral Exposure

- Logo featured on the Tulip Festival sponsors traveling event banner
- Logo inclusion on the Tulip Festival Headquarters exterior banner, displayed throughout spring for high local visibility
- Business listed & mapped in the official Tulip Festival brochure
- Unframed official Tulip Festival poster (*framed upon request*)

Event & Garden Perks

- Two (2) tickets to the Opening Ceremony sponsor event in March 2026
- Two (2) tickets to a tulip garden of your choosing: RoozenGaarde, Tulip Town, Garden Rosalyn, Tulip Valley Farms, or Skagit Acres

Event-Specific Exposure

- Recognition in all event-related marketing and promotional materials
- Booth in the KidZone with kid-friendly activity and your branded materials