

# Skagit Valley Tulip Festival Sponsor Packages 2027



**Founded in 1984, the Skagit Valley Tulip Festival has grown from a local celebration of spring into one of Washington's premier destination events, welcoming hundreds of thousands of visitors from across the country and around the world each April.**

**As a nonprofit organization, the Festival relies on the generous support of sponsors and community partners to bring our work to life. Their investment helps us promote Skagit Valley on a regional and national stage, create meaningful events and community programming, and support the farms, businesses, and organizations that make this region so special.**

**More than a celebration of breathtaking tulip blooms, the Festival is a powerful driver of tourism and economic activity while championing local agriculture and strengthening connections throughout our community. Our sponsors are an essential part of that impact, helping ensure the Festival continues to grow, evolve, and celebrate Skagit Valley for generations to come.**



# Skagit Valley Tulip Festival 2026 Overview

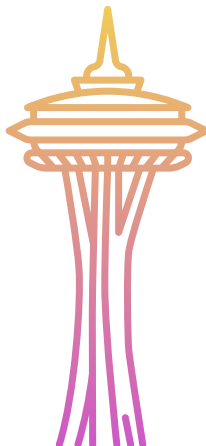
**OVER 410,000**  
estimated attendees

**43**  
days

**\$64 million**  
estimated revenue  
across Skagit County

## top states visited from

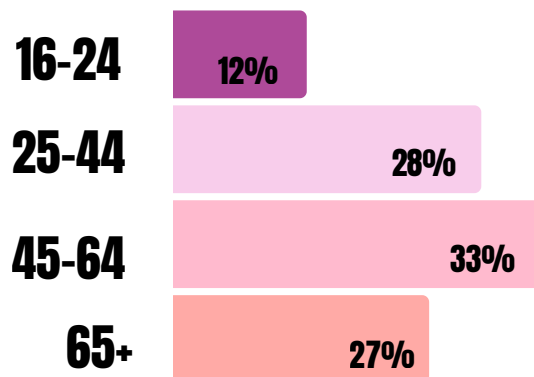
1. Washington 65%
2. California 5%
3. Oregon 5%
4. Texas 3%
5. Idaho 2%



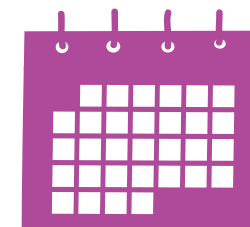
**30%**  
travel from  
King & Pierce  
Counties

**69%**  
return visitors

## age



**\$156**  
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 in the Tulip Festival brochure, with 85,000 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 2027
- Booth at Tulip Festival's Family Fun Day in April 2027 (**Optional**)

## Bronze \$2,500

### **All \$1,000 benefits, plus:**

- Two (2) admission tickets to a tulip garden of your choosing.
- Logo inclusion on the official Tulip Festival Headquarters banner, prominently displayed outside our office.

## Silver \$3,000

### **All \$2,500 benefits, plus:**

- Two additional tickets to the Opening Ceremony sponsor event in March 2027 (*4 total tickets*)
- Two additional admission tickets to a tulip garden of your choosing (*4 total tickets*)
- One (1) promotional email inclusion sent to our 18,000+ 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 (*6 total tickets*)
- Inclusion in one (1) official Tulip Festival blog post
- One-month (1) digital display ad placement on the Tulip Festival website (**creative designed and provided by the sponsor**)

**Sales Tax Disclaimer:** In accordance with Washington State law, applicable state and local retail sales tax will be applied to the taxable advertising portion (15%) of sponsorship packages of \$3,000 or more.

# Children's Coloring & Activity Book

Designed to inspire creativity and celebrate the Festival's youngest visitors, the Children's Tulip Festival Coloring & Activity Book returns for the 2027 season! More than 15,000 complimentary copies will be distributed throughout Skagit County at hotels, restaurants, libraries, visitor centers, and other family-friendly locations, putting your brand directly into the hands of thousands of local families and visitors.

Filled with engaging games, puzzles, coloring pages, and Festival-themed activities, the book encourages children to connect with the Skagit Valley Tulip Festival long after their visit.



## Title Sponsor \$10,000

*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 2027
- Six (6) tickets to a tulip garden of your choosing
- Branded booth in the vendor market and/or spot for company vehicle in the Meet-a-Truck section at the new Tulip Family Fun Day (April 2027)

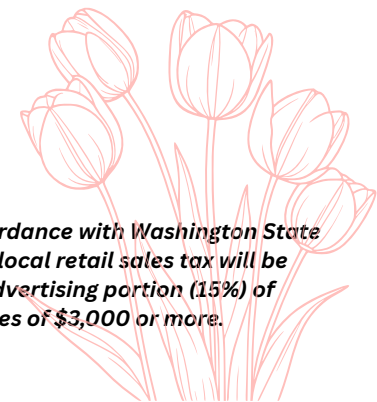
## Coloring Book Business Ads \$650

*Eight (8) 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.***

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# Tulip Festival Official Brochure

The Official Skagit Valley Tulip Festival Brochure remains one of the Festival's most trusted and widely used visitor resources.

Featuring an easy-to-follow map, event information, and garden locations, the brochure serves as a go-to guide for guests exploring the Festival and the surrounding Skagit Valley.

With 85,000 copies printed and distributed throughout Washington, the brochure provides exceptional exposure for businesses looking to connect with both local audiences and the hundreds of thousands of visitors who travel to the region each spring.



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## 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
- 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 18,000+ 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 2027
- Six (6) tickets to a tulip garden of your choosing
- Branded booth in the vendor market and/or spot for company vehicle in the Meet-a-Truck section at the new Tulip Family Fun Day (April 2027)



# Advertising

Increase your business's visibility by advertising with the Skagit Valley Tulip Festival and connect with visitors throughout every stage of their Festival experience. From planning their trip online to navigating the region with our official Festival brochure, our advertising opportunities help put your business in front of an engaged audience of both local residents and the hundreds of thousands of visitors who travel to Skagit Valley each spring.

Choose from a business card-sized advertisement in the Official Skagit Valley Tulip Festival Brochure, with 85,000 copies distributed throughout Washington State, or digital banner advertising on the Festival website, where visitors go to plan their trip, check bloom updates, and discover local attractions and experiences.



**Sales Tax Disclaimer:** In accordance with Washington State law, applicable state and local retail sales tax will be applied to the digital advertisements.

## 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 sponsor.***

## 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 sponsor.***



# 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!



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## Title Sponsor \$10,000

*One (1) spot available*

### **Digital Presence**

- Exclusive logo placement on the Bloom Status webpage
- Recognition in all Bloom Status-related marketing
- Logo placement on the Sponsor page
- Dedicated business attractions page
- 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
- Unframed Tulip Festival poster (**framed upon request**)

### **Event & Garden Perks**

- Ten (10) tickets to the Opening Ceremony Sponsor Event (March 2027)
- Ten (10) garden tickets to a tulip garden of your choosing
- Branded booth in the vendor market and/or spot for company vehicle in the Meet-a-Truck section at the new Tulip Family Fun Day (April 2027)



# Plan Your Trip

Help visitors make the most of their Skagit Valley experience by sponsoring the Festival's Plan Your Trip initiative. This online resource encourages guests to explore beyond the tulip fields by highlighting local attractions, dining, lodging, shopping, and activities throughout the region.

With more than 45,000 page views during the 2026 Festival season, the Plan Your Trip page has become a valuable planning tool for visitors. Featuring six curated itineraries, including experiences for families, foodies, dog owners, art lovers, hidden gems seekers, and romantic getaways, this initiative inspires guests to discover more of Skagit County, extend their stay, and support local businesses. Sponsoring this program aligns your brand with one of the Festival's most impactful visitor resources while reaching travelers as they plan their trip.



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## Title Sponsor \$10,000

*One (1) spot available*

### **Digital Presence**

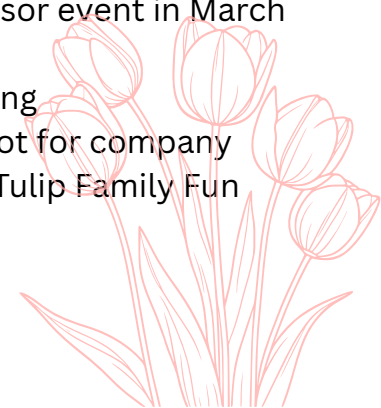
- Exclusive logo placement on the Plan Your Trip webpage
- Recognition in all Plan Your Trip-related marketing, such as multiple blogs, emails, and social posts
- Logo placement on the Sponsor page of the Tulip Festival website
- A dedicated business attractions page with placement on our interactive 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
- Branded booth in the vendor market and/or spot for company vehicle in the Meet-a-Truck section at the new Tulip Family Fun Day (April 2027)



# Ambassador Program

The Skagit Valley Tulip Festival Ambassador Program is a cherished youth leadership initiative that gives local fourth and fifth grade students the opportunity to represent the Festival and their community throughout the spring season. Each year, two students are selected to serve as official Tulip Ambassadors, building confidence, public speaking skills, and lasting connections through unique experiences and community engagement.

Throughout the spring, Ambassadors participate in Festival events, meet the governor, tour the tulip gardens, and represent the Skagit Valley Tulip Festival at special appearances. Sponsoring the Ambassador Program is an investment in the next generation of community leaders while demonstrating your organization's commitment to youth development, education, and civic pride.



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## 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
- 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

### **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, kids' goodie bags, and other on-site materials
- Ability to have employee representatives participate as the co-host and judge
- Inclusion in the official event press release sent to regional and local media

# Tulip Festival Art Exhibit

The Skagit Valley Tulip Festival Art Exhibit returns for the 2027 season, continuing to celebrate the creativity and talent of artists throughout the Pacific Northwest. Featuring original, hand-selected tulip-inspired artwork created by artists from Skagit, Whatcom, Snohomish, Island, and San Juan counties, the exhibit offers visitors another way to experience the beauty and spirit of the Festival.

The rotating exhibit will once again travel between two Skagit County locations during the Festival season, expanding its reach and giving both residents and visitors multiple opportunities to enjoy the collection. Sponsoring the Art Exhibit demonstrates your support for local artists and the vibrant arts community while connecting your brand with thousands of Festival attendees in an inspiring and memorable setting.



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## 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

### **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.



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## 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
- Inclusion in the Festival's online events calendar
- Three-month (3) digital 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 2027
- Ten (10) tickets to a tulip garden of your choosing

### **Event-Specific Exposure**

- Recognition in all event-related marketing and promotional materials
- 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

## Signature Partner \$5,000

*Two (2) spots available*

### **Digital Presence**

- Logo placement on the Sponsor page of the Tulip Festival website
- A dedicated business attractions page
- Inclusion in the Festival's online events calendar
- One-month (1) digital 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 2027
- Six (6) tickets to a tulip garden of your choosing

### **Event-Specific Exposure**

- Recognition in all event-related marketing and promotional materials
- 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. Parade sponsorship is a vibrant way to support the Festival and celebrate the season alongside the community.



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## 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
- Inclusion in the Festival's online events calendar
- Three-month (3) digital 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 2027
- Ten (10) tickets to a tulip garden of your choosing

### **Event-Specific Exposure**

- Recognition in all event-related marketing and promotional materials
- Inclusion in the official event press release sent to regional and local media
- Branded booth in the KidZone with kid-friendly activity
- Announcer spot at the parade's announcer booth

## KidZone \$2,500

*Three (3) of four spots available*

### **Digital Presence**

- Logo placement on the Sponsor page of the Tulip Festival website
- A dedicated business attractions page
- 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 2027
- Two (2) tickets to a tulip garden of your choosing

### **Event-Specific Exposure**

- Recognition in all event-related marketing and promotional materials
- Branded booth in the KidZone with kid-friendly activity

# Tulip Festival Family Fun Day



New for the 2027 season, this Family Fun Day is a free, family-friendly community event designed to bring visitors and local families together during the final weekend of the Skagit Valley Tulip Festival. Hosted at the Skagit County Fairgrounds, this exciting one-day event will feature Touch-a-Trucks, farm animals, live entertainment, family activities, food vendors, and an indoor marketplace showcasing regional businesses and artisans.

Created to celebrate Skagit Valley's agricultural heritage and strengthen community connections, Family Fun Day provides another compelling reason for visitors to extend their stay while supporting local businesses, organizations, and family-focused experiences. As a free community celebration, this new signature event is designed to become an annual Festival tradition for generations to come.



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## 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
- 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
- Business listed & mapped in the official brochure
- Unframed official Tulip Festival poster (**framed upon request**)

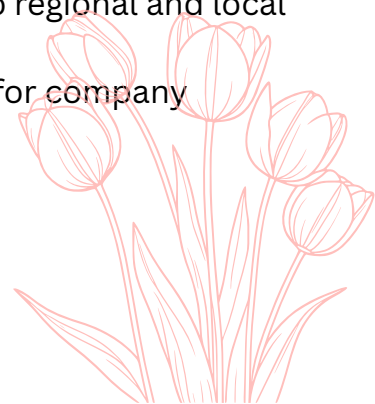
### **Event & Garden Perks**

- Ten (10) tickets to the Opening Ceremony sponsor event in March 2027
- Ten (10) tickets to a tulip garden of your choosing

### **Event-Specific Exposure**

- Recognition in all event-related marketing and promotional materials
- Branding presence at the event: signage and other on-site materials
- Inclusion in the official event press release sent to regional and local media
- Branded booth in the vendor market and/or spot for company vehicle in the Meet-a-Truck section

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# Tulip Festival Family Fun Day



## Entertainment Sponsor:

Help create an unforgettable event atmosphere by sponsoring the live entertainment at Touch-a-Truck. Your sponsorship will support performances throughout the day, including local musicians, bands, magicians, and other family-friendly entertainment. As the exclusive Entertainment Sponsor, your brand will be featured on stage signage and recognized throughout the event as the presenting sponsor of all live entertainment.

## Dessert Sponsor:

Bring a sweet ending to every family's day as the exclusive Dessert Sponsor. Your sponsorship will provide a complimentary dessert for every attendee, with each guest receiving a redemption ticket to enjoy a treat at the Dessert Corner. Your business will receive prominent recognition through signage at the entrance to the food court and throughout the Dessert Corner, showcasing your support of one of the event's most memorable experiences.

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## Entertainment Sponsor \$5,000

*One (1) spot available*

## Dessert Sponsor \$5,000

*One (1) spot available*

### **Digital Presence**

- Logo placement on the Sponsor page of the Tulip Festival website
- A dedicated business attractions page
- 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 2027
- Two (2) tickets to a tulip garden of your choosing

### **Event-Specific Exposure**

- Recognition in all event-related marketing and promotional materials
- Branded booth in the vendor market and/or spot for company vehicle in the Meet-a-Truck section
- Branding presence at the event: signage and other on-site materials

