

2026 SPONSORSHIP OPPORTUNITIES



Partner with the 4th Annual Augusta Wine & Jazz Festival, returning June 6, 2026, to celebrate world-class music and award-winning wines in America's first federally recognized grape-growing region. This week-long destination event offers sponsors premier visibility across 10 stages, including the historic 1869 Augusta Harmonie Verein, as we merge cultural heritage with a vibrant, modern festival experience.

- 4th annual wine & jazz festival in Augusta, MO June 6-8
- Performances from St. Louis and National Musicians
- 10 stages around Augusta
- Local wines from the oldest AVA (wine region) in the country.
- Several local food vendors
- Historic town with rich arts history
- Main Stage at the Augusta Harmonie Verein a performing arts center located in a historic German music hall built in 1869.



2026 FESTIVAL REACH & IMPACT:

2,000+ Expected Attendees: A high-net-worth audience drawing from a 100-mile regional radius.

90 Days of Continuous Digital Exposure: Our targeted awareness campaign keeps your brand front-and-center throughout the spring.

High-Engagement Email Network: Direct access to 500+ dedicated festival "insiders" with industry-leading open rates.

10 Curated Performance Stages: Broad brand visibility across Augusta's most iconic wineries, shops, and historic venues.

Established Community Partnerships: Proudly collaborating with local wineries and a Missouri craft distillers.



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HEADLINE SPONSOR | \$6,000 (Exclusive)

Premier Naming Rights: "The [Your Company Name] Main Stage at the Historic Harmonie Verein."

Omni-Channel Brand Integration: Featured logo placement on all digital and print assets (website, social media, email newsletters, and official festival posters).

On-Site Dominance: Prominent brand placement on headline stage banners and secondary stage signage.

Program Feature: Premium placement quarter-page ad in the official festival program.

VIP Hospitality: 4 VIP All-Access Passes (includes Sunday Riverboat Brunch and reserved headliner seating).

GOLD SPONSOR | \$1,500 (Limit: 2)

Strategic Brand Alignment: Logo inclusion on festival website, posters, social media highlights, and email marketing.

Stage-Side Visibility: Logo placement on official stage banners.

Half-Page Program Ad: Included in the official festival program.

VIP Hospitality: 2 VIP All-Access Passes.

STAGE SPONSOR | \$1,500 (Limit: 5)

Venue Naming Rights: "The [Your Company Name] Stage at [Specific Location]."

Targeted Visibility: Dedicated signage at your sponsored stage and listing on the festival website.

Program Listing: Recognition in the official festival program.

SUPPORTING SPONSOR | \$500

Community Recognition: Business name listed on the festival website and digital marketing materials.

On-Site Listing: Inclusion on the "Friends of the Festival" collective signage at the festival grounds.

CUSTOM SPONSORSHIP IDEAS? | Call Us!

