

# BFF.fm

presents our second annual



# SCAVENGER HUNT

A SAN FRANCISCO MUSIC ADVENTURE

**SEPTEMBER 2022**



# SPONSORSHIP PACKET

# THE BFF.FM SCAVENGER HUNT



LAST YEAR'S SCAVENGER HUNT WAS A RUNAWAY HIT, AND IT WAS SO COOL SEEING PLAYERS OF ALL AGES EXPLORING THE CITY.

WE HOPE YOU'LL JOIN US THIS YEAR AS A SPONSOR. IT'S A GREAT CHANCE TO BE HIGHLY VISIBLE IN A FUN COMMUNITY EVENT, PLUS YOU'LL BE POWERING BFF.FM AT THE SAME TIME!

AMANDA GUEST  
EXECUTIVE DIRECTOR, BFF.FM

## JOIN US FOR A WILD AND WACKY WEEKEND THIS SEPTEMBER

This September we'll be hosting our second annual city-wide scavenger hunt that celebrates San Francisco's vibrant music scene.

Last year we had 200 scavenger hunters across 60 teams participating, uploading more than 2500 submissions. In fact, most of the images in this packet are user generated content from the game! We received 24 pieces of media coverage, including 2 television appearances teasing the hunt.

This year there will be nearly 100 challenges that will appeal to music lovers of all ages, be accessible to all, and of course there's chances to win fun prizes.

The scavenger hunt is our way of celebrating the local music scene, while raising awareness of our community radio station. The money we raise during this hilarious weekend will help power all of our vital programs like our online radio station, our virtual concert series the Besties Bash, and our community podcast network. You can learn more at [BFF.fm/about](http://BFF.fm/about).

We'd love to have you on our side and hope that you will join us by becoming a sponsor.

If you have any questions or ideas don't hesitate to reach out to me at [amanda@bff.fm](mailto:amanda@bff.fm).

Thank you for your consideration!

Amanda Guest, Executive Director, BFF.fm

PS: You can also use a general donation to our event to treat your employees to free entry in the hunt at a suggested donation of \$25 per player!

# SPONSORSHIP BENEFITS



## MAKE A STATEMENT

As a sponsor, you'll make a highly visible statement in support of the arts in the community where your employees live and work. And there's no better time to make that statement: right now people are hungry for fun experiences that remind them that San Francisco is a magical place.



## RAISE BRAND AWARENESS

Your sponsorship will create awareness of your business among a coveted demographic. BFF.fm programming attracts open-minded hip listeners who love music and appreciate the diverse, authentic voices and sounds of the Bay Area. 90% of our listeners are between 21 - 44 years old.



## CONNECT TO THE COMMUNITY

We want our hunt to help people feel connected to the San Francisco music scene in a new and meaningful way. And you can help us make that connection, becoming part of an experience that participants will be talking about long after it's over.

**"Thank you and the whole team for designing such an immersive and interactive experience for us! We loved how the hunt summoned creativity that some of us did not even realize we had inside of us."**

**- SAGE K.**

# SPONSORSHIP BENEFITS

## **GOLD SPONSORSHIP- \$5,000**

- Your business will be highlighted within one scavenger hunt challenge, which you may help design
- Your business will be included in all on-air mentions of the scavenger hunt on BFF.fm
- Your logo will be included in all marketing materials, press releases, and will be included on the scavenger hunt app, on our scavenger hunt website, and in our newsletter.
- Your business will be highlighted on BFF.fm social media, with 15k reach across platforms

## **SILVER SPONSORSHIP- \$2,500**

- Your business will present one scavenger hunt challenge, chosen at our discretion (we'll work to find the best fit!)
- Your logo will be included in all marketing materials, press releases, and will be included on the scavenger hunt app, on our scavenger hunt website, and in our newsletter.
- Your business will be highlighted on BFF.fm social media, with 15k reach across platforms

## **BRONZE SPONSORSHIP - \$1,000**

- Your business will present one scavenger hunt challenge, chosen at our discretion.
- Your logo will be included on our scavenger hunt website and appear in our newsletter.

## **SCAVENGER CHALLENGE SPONSOR- \$500**

Your business will be highlighted within one scavenger hunt challenge, chosen at our discretion.

## **IN-KIND PRIZE SPONSOR**

- Make an in-kind donation of any value and your business will be highlighted in our prize announcements.
- The overall value of the in-kind donation will determine other sponsorship level rewards.
- Smaller prizes may be grouped together for maximum impact.

**TO SECURE YOUR DESIRED SPONSORSHIP LEVEL, VISIT [BFF.FM/SCAVENGER](https://bff.fm/scavenger)**