

BFF.fm

community radio

SCAVENGER HUNT

SEPTEMBER 4-6 2021



A SAN FRANCISCO MUSIC ADVENTURE

SPONSORSHIP PACKET

THE BFF.FM SCAVENGER HUNT



WE'RE FINALLY GETTING A GLIMMER OF HOPE AFTER A REALLY TOUGH YEAR. THIS SCAVENGER HUNT IS A CELEBRATION THAT REMINDS PEOPLE OF SAN FRANCISCO'S UNIQUE AND AMAZING MUSIC SCENE. WE HOPE YOU'LL JOIN US BY BECOMING A SPONSOR.

AMANDA GUEST
EXECUTIVE DIRECTOR, BFF.FM

JOIN US FOR A WILD AND WACKY LABOR DAY WEEKEND

This September 4-6 we'll be hosting a city-wide scavenger hunt that celebrates San Francisco's vibrant music scene. 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 new annual fundraising event and our goal is to raise money and awareness of our mission to create powerful community radio for San Francisco. To us our mission means that our station must be inclusive of many people, provide airtime to those not breaking into the mainstream industry due to personal or systemic barriers, and support and celebrate underrepresented independent musicians. You can learn more at [BFF.fm/about](https://bff.fm/about).

We hope to raise \$25,000 to help power all of our vital programs like our online radio station, our virtual concert series the Besties Bash, and our new podcast network. We'd love to have you on our side and hope that you will join us by becoming a sponsor.

I'd love to chat with you more about this event, so if you have any questions or ideas don't hesitate to reach out to me at amanda@bff.fm.

Thank you for your consideration!

A handwritten signature in black ink, appearing to read "Amanda Guest".

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.

SPONSORSHIP LEVELS

TECHNOLOGY PARTNER/PRESENTING SPONSORSHIP- \$10,000

Your sponsorship will cover the cost of the technology we need to run our game, and you'll be rewarded with your name right alongside ours in all marketing, on the app, and throughout the game. You'll also receive all gold level 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.

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