

sonark PRESENTS

SALT &

SMOKE

& SOUND

FESTIVAL

2025 SPONSOR DECK



INTRODUCING THE SALT & SMOKE & SOUND FESTIVAL

**Welcome to the Salt & Smoke & Sound Festival -
Where the Culinary Art of the Carolinas meets
its Musical Heart**

A groundbreaking fusion of two beloved Carolina traditions, the Salt & Smoke & Sound Festival represents the exciting merger of the renowned Salt and Smoke Festival with Sonark Media's signature Harvest Festival. This October, we're creating Chapel Hill's most anticipated cultural celebration, bringing together award-winning chefs, celebrated musicians, and thousands of engaged community members for an unforgettable day of gastronomy and melody.

What Makes Salt & Smoke & Sound Unique:

- A perfect fusion of culinary excellence and world-class music
- Curated experience bringing together the region's top chefs and musicians
- Interactive demonstrations and tastings
- Main stage featuring diverse musical genres
- Expected attendance of 5,000+ affluent, culture-seeking guests
- Community friendly family gathering

Our inaugural unified festival draws a premium audience combining food enthusiasts, music lovers, and cultural tastemakers - offering sponsors unprecedented access to a highly engaged, influential demographic from across the Triangle region.





BLACKWOOD FARM PARK

A Stage Set for Excellence

Nestled in the heart of the rural buffer between Chapel Hill and Hillsborough, Blackwood Farm Park provides an idyllic backdrop for this landmark event. This pristine venue offers:

- Sprawling natural landscapes that create an authentic food and music atmosphere
- Strategic location with excellent accessibility from Durham, Chapel Hill, and Hillsborough
- Versatile outdoor spaces allowing for multiple sponsor activations
- Picture-perfect setting for brand photography and social media content
- Space and infrastructure to support large-scale events
- Natural amphitheater settings for optimal sound quality
- Multiple distinct areas for themed experiences and sponsor areas.

The venue's natural beauty and strategic location make it the perfect canvas for brands to create memorable experiences and meaningful connections with our affluent, culturally-engaged audience.

The park can with its large size can accommodate years of growth



SPONSOR OPPORTUNITIES



FEATURED MAIN STAGE SPONSOR
1 AVAILABLE \$20,000

**SPONSOR
LOGO 1**

**SPONSOR
LOGO 2**

**SPONSOR
LOGO 3**

**SPONSOR
LOGO 4**

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**SPONSOR
LOGO 4**

**SPONSOR
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**SPONSOR
LOGO 2**

**SPONSOR
LOGO 1**

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1 SPOT AVAILABLE

FEATURED MAIN STAGE SPONSOR

\$20,000

Main Stage Featured Top Banner

Webpage Placement

Flyer Logo Placement

Logo Placement on all Festival Communications

Logo on the Map

VIP TICKETS: 8

GA TICKETS: 16

4 SPOTS AVAILABLE

SUPPORTING MAIN STAGE SPONSOR

\$5000

Main Stage Banner L & R
Webpage Placement
Flyer Logo Placement
Logo Placement on all Festival
Communications
Logo on the Map

VIP TICKETS: 2

GA TICKETS: 6

1 SPOT AVAILABLE

VIP ARTIST VILLAGE SPONSOR

\$15,000

Branded VIP area
Webpage Placement
Flyer Logo Placement
Logo Placement on all
Festival Communications
Logo on the Map

VIP TICKETS: 6

GA TICKETS: 12

1 SPOT AVAILABLE

PAYMENT SYSTEM SPONSOR

\$10,000

Featured on Wristbands
Prominent Placement Throughout
Festival Grounds
Webpage Placement
Flyer Logo Placement
Logo Placement on all
Festival Communications
Logo on the Map

VIP TICKETS: 4

GA TICKETS: 8

4 SPOTS AVAILABLE

SECOND STAGE SPONSOR

\$5000

Highlighting Undiscovered NC Artists
2nd Stage Banner L & R
Webpage Placement
Flyer Logo Placement
Logo Placement on all Festival
Communications
Logo on the Map

VIP TICKETS: 2

GA TICKETS: 6

2 SPOTS AVAILABLE

KOOZIE SPONSOR

\$1000

Logo Placement on Festival Koozie
Distributed to Every Guest of
the Festival
Webpage Placement

VIP TICKETS: 2

GA TICKETS: 4

1 LEFT!

THANK YOU

LET'S TALK

STEVEN RAETS & KEVIN CALLAGHAN / CO-FOUNDERS

HELLO@SALTSMOKESOUND.COM
WWW.SALTSMOKESOUND.COM