

**NIGHT  
IN THE  
COUNTRY**  
**NEVADA**  
**MUSIC FESTIVAL**  
PRESENTED BY NORTHERN NEVADA  
TOYOTA DEALERS

**SPONSORSHIP  
DECK**

**JULY 20 - 22, 2023**

**PURE FARMLAND. PURE COUNTRY.**

**NIGHTINTHECOUNTRY.ORG**



# WHO WE ARE

2002 - Boys & Girls Clubs of Mason Valley puts on a fundraising concert in the Lyon County Fairgrounds rodeo arena. Headliners Hwy 101 and Shenandoah play to an enthusiastic crowd. The inaugural concert is a huge success and Night in the Country (NITC) is born.

2007 - NITC is now an annual tradition with people coming from all over to pack the arena in the small town of Yerington. NITC grows to a two-night event to accommodate the 3,000 to 4,000 yearly attendees.

2008 - NITC experiences tremendous growth and adds campgrounds. A local farmer whose land is directly adjacent to the fairgrounds generously donates the land for use during event. In the first year, there are fewer than 100 campsites available which quickly sell out.

2012 - Due to numerous sellouts and the increase in demand for camping, NITC takes a huge jump and expands the venue from the rodeo arena to an open field on the Lyon County Fairgrounds property. Our "Give and Get" program is created, incentivizing the 200 NITC volunteers to give back to local and national non-profits.

2019 - NITC is now Nevada's largest and longest running country music festival. Campsites have increased to approximately 3,000 to accommodate the roughly 10,000 attendees who travel from more than 35 states to the festival. NITC now includes events within the festival including: Extreme Bull Riding, Tournament of Champions, The Sampling Box, Morning Yoga, Beer Relay, and the Full Moon Saloon Aftermath. To further enhance the experience, major General Admission upgrades are added which include: 40,000 square feet of new grass, a second stage, and areas where patrons can pony up and set their drink down. Approximately \$60,000 is donated to 30 non-profits through the Give and Get Program.

2021 - Night in the Country expands to 3 nights of music with 2 acts on Thursday, 4 acts on Friday, and 4 acts on Saturday. 3 headliners. 10 acts. All Pure Country.

2022 - Another sell out!

Some of the biggest names in country music have performed on our Main Stage such as: Blake Shelton, Jason Aldean, Dierks Bentley, Little Big Town, The Band Perry, Brantley Gilbert, Thomas Rhett, Justin Moore, Brett Eldredge, Cole Swindell, Brothers Osborne, Chris Young, Dustin Lynch, Luke Combs and next up, Hardy!





# OUR REACH



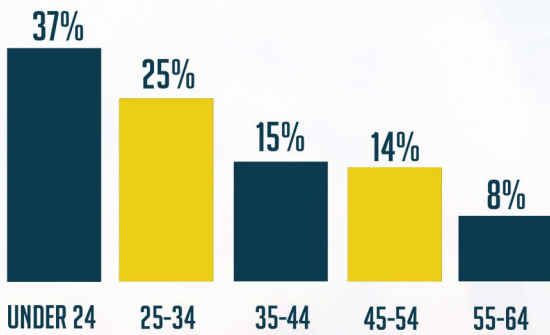
50%



50%



0%



**74,000+** Captive Users  
8,000+ INCREASE YOY

**17.2 MILLION** 2022 IMPRESSIONS



937,000+ ANNUAL WEBSITE VIEWS  
312,000 INCREASE YOY



19,270 DEDICATED E-MAIL SUBSCRIBERS  
40K FANS



36K FANS **112,200** Avg. Reach Per Month



15K FOLLOWERS **62,450** Avg. Reach Per Month  
INSTAGRAM VERIFIED



4.1 FOLLOWERS **31,675** Avg. Reach Per Month



2K NITC APP USERS **14,000** User Sessions



1.2M DIGITAL ADVERTISING VIEWS  
3.234 FOLLOW THROUGHS



4.6M TELEVISION IMPRESSIONS





# ALL ACCESS SPONSORSHIP

**\$50,000**

**\$10,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- One push alert notification to the patrons through the Night in the Country App
- Placement of 6 sponsor banners on festival grounds
- Option to place QR Codes leading to your advertising placed in high traffic areas around the venue.
- One 30 second commercial played Thursday, Friday and Saturday
- Two Vendor/Activation Booths
- Four Artists Meet & Greet passes per day (4 Thursday, 4 Friday and 4 Saturday)
- One backstage tour for up to 6 guests
- Two social media posts prior to the festival and 2 during the festival

# ARTIST SPONSORSHIP

**\$25,000**

**\$5,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- Placement of 5 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday
- Two Vendor/Activation Booths
- Two Artists Meet & Greet passes per day (2 Thursday, 2 Friday and 2 Saturday)
- One backstage tour for up to 4 guests
- Two social media posts prior to the festival and 1 during the festival





# PRODUCTION SPONSORSHIP

**\$15,000**

**\$3,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- Placement of 4 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday
- One Vendor/Activation Booth
- One backstage tour for up to 2 guests
- Two social media posts prior to the festival

# VIP SPONSORSHIP

**\$10,000**

**\$2,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on concert poster and select print advertising
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- Placement of 3 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday
- One Vendor/Activation Booth





# SUPERFAN SPONSORSHIP

**\$5,000**

**\$1,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- Placement of 2 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday

# G.A. SPONSORSHIP

**\$2,500**

**\$500** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Placement of 1 sponsor banner on festival grounds

## À LA CARTE SPONSOR PRICING

GENERAL ADMISSION	\$150
SUPERFAN	\$250
VIP	\$500
CLUB 149	\$1000





# THE EXPERIENCES

## SPONSORSHIP OPPORTUNITIES



### EXTREME BULL RIDING

#### \$5,000

#### SATURDAY

This sell out event is a bucking good time! We're kickin' up your pure country experience with Extreme Bull Riding! You'll see Bull Riders mastering the sport, plus rowdy Bronc Riders showing off what they can do.



### THE BEER RELAY

#### \$2,500

#### FRIDAY, SATURDAY

The Beer Relay may be a festival defining morning for your crew. The NITC race/obstacle relay is integrated within the Tournament of Champions to create THE party destination during the day. Each team has 4 runners. The whole thing is a circle. The start line is the finish line. Run, chug, repeat as fast as you can!



### NITC'S TEXAS HOLD 'EM

#### \$5,000

#### WEDNESDAY

Go all in at the early check-in NITC Texas Hold'em Poker Tournament! Your buy-in includes dinner and an exclusive seat inside the Club 149 tent featuring casino quality tables, a variety of beverages at the bar, your turn on the button, and a pot full of prizes. 40 players. One champion. Will you make it to the final table?



### THE SAMPLING BOX

#### \$2,500

#### Friday

Whiskey, wine, craft beer, and cigars. Um, yes please! Elevate your Night in the Country experience with tickets to the Sampling Box. This festival extra is located inside our VIP Tent because it will make you feel like a VIP. It features full-bodied cigars, the smoothest whiskeys and craft beers, and the finest wines. Choose to indulge in one sampling tour, two, three, or try them all!



### VINO VAN GOGH

#### \$2,500

#### WEDNESDAY

Get those creative juices flowing with a little red, white, or rosé at this early check-in festival experience. A professional artist will guide you step-by-step as you put brush to canvas to paint a one-of-a-kind piece that you can make your own. Sip, socialize, and create a work of art. This is inspiration uncorked.





# THE EXPERIENCES SPONSORSHIP OPPORTUNITIES



## HIGH NOON SALOON'S TOURNAMENT OF CHAMPIONS

**\$2,500**

**FRIDAY, SATURDAY**

The High Noon Saloon Tournament of Champions is a giant playing field featuring King Kong Beer Pong, Cornhole, and Fowling. These tournaments are legit and part of THE festival party destination during the day. The 32-team double-elimination first come, first served tournaments featuring multiple courts and huge brackets on prominent display. This is your chance to prove you're a champion and be celebrated on the Toyota Main Stage. Get ready to play the day.



## FULL MOON SALOON'S AFTERMATH

**THURSDAY, FRIDAY &  
SATURDAY**

The Full Moon Saloon Aftermath is your outdoor state-of-the-art nightlife festival experience with an extraordinary atmosphere featuring a sound system that will pulse across the dance floor and into your boots. This isn't just a bar. This is a nightclub in the middle of Nevada farmland. This is the Aftermath. Get ready to turn up the night.

# NITC ALL YEAR LONG



## MUSIC & MULLIGANS

**TBD**

Night in the Country is teeing up for a day on the links and a night of pure country music. Our Music and Mulligans Golf Tournament is a two-person scramble that features contests, prizes, awards, dinner, and a private concert on the driving range. All proceeds directly benefit the Boys & Girls Clubs of Mason Valley, Dayton Club Sites. So put your boots in your golf bag, grab a buddy, and join us for a great time for a good cause.



## NIGHT IN THE CITY

**TBD**

Night in the Country is expanding from Nevada farmland straight into the heart of downtown Reno. Night in the City is our concert series that spotlights country music at its roots. We're bringing artists to the Biggest Little City with their pulse on real country music. Get your boots on and immerse yourself in an authentic country experience. We're bringing pure country to your city.

