2026 FESTIVAL SPONSORSHIPS

FEB 12-14 2026 / OCT 22 - 24

Be a SOWAL Foundation partner across the year! One sponsorship covers both SOWAL Comedy Fest and SOWAL Jazz Fest—two curated, multi-venue festivals that bring national talent to intimate rooms and energize our local arts scene. Your brand appears across both campaigns (digital, print, on-site, and stage mentions), with tons of visibility and community impact in one streamlined package.

SOWAL COMEDY FEST
OVER 20 COMICS • 3 VENUES • 3 NIGHTS

Get ready for an unforgettable weekend as the SOWAL Comedy Festival brings together over 20 talented comedians—featuring both touring pros and local favorites—across 3 unique venues. From the vibrant stages at SOWAL House, Distillery 98 and Wild Olives, this Festival promises nonstop laughter and entertainment.

As a Sponsoring Partner, your brand will shine in front of a diverse, engaged audience, showcasing your commitment to community and the arts. This is your opportunity to align with a festival that celebrates creativity, connection, and fun, leaving a lasting impression on attendees while delivering incredible value for your investment.

www.sowalcomedyfest.com

SOWAL COMEDY FESTIVAL

SOWAL JAZZ FESTIVAL

SPONSORSHIP PARTNERS

PRESENTING $25K

THE PRESENTING PARTNERSHIP OFFERS AN EXCLUSIVE CHANCE FOR MAXIMUM EXPOSURE, BOTH LEADING UP TO THE EVENT AND THROUGHOUT OUR FESTIVALS. EACH MENTION OF SOWAL COMEDY FEST AND SOWAL JAZZ FEST WILL PROMINENTLY FEATURE "PRESENTED BY," ACCOMPANIED BY THE LOGO OF THE PRESENTING PARTNERS ON ALL STEP & REPEATS. ADDITIONALLY, THE PRESENTING PARTNER WILL ENJOY PLATINUM SPONSOR BENEFITS AND PRIVILEGED ACCESS THROUGHOUT THE FESTIVAL.

PLATINUM $10K

PLATINUM SPONSORS OF THE SOWAL FOUNDATION RECEIVE PREMIUM LOGO PLACEMENT ACROSS ALL FESTIVAL MARKETING MATERIALS, INCLUDING T-SHIRTS, STAGE SPONSORSHIP BANNERS, AND EXCLUSIVE SOCIAL MEDIA CAMPAIGNS WITH 10 DEDICATED SHOUTOUTS. SPONSORS ALSO ENJOY UNLIMITED TICKETS TO ANY COMEDY SHOWS, JAZZ FEST SHOWS AND ADMISSION FOR 12 TO THE VIP WRAP PARTY AT SOWAL HOUSE. THIS EXCLUSIVE EVENT FEATURES A LIVE JAZZ BAND, AN OPEN BAR, AND UNPARALLELED OPPORTUNITIES TO NETWORK AND CELEBRATE IN STYLE.

GOLD $5000

GOLD SPONSORS OF THE SOWAL FOUNDATION ENJOY PROMINENT LOGO PLACEMENT ACROSS ALL MARKETING COLLATERAL, INCLUDING OUR FESTIVAL WEBSITES, STAGE SPONSORSHIP BANNERS, AND SELECT PRINT MATERIALS, INCLUDING T-SHIRTS. THEY BENEFIT FROM EXTENSIVE SOCIAL MEDIA AND EMAIL PROMOTION, INCLUDING 6 DEDICATED SHOUTOUTS. GOLD SPONSORS ALSO RECEIVE 12 TICKETS TO ANY COMEDY AND JAZZ FEST SHOWS. ADDITIONALLY, THEY RECEIVE 8 TICKETS TO THE VIP WRAP PARTY AT SOWAL HOUSE, FEATURING A LIVE JAZZ BAND, AN OPEN BAR, AND FURTHER CHANCES TO NETWORK AND CELEBRATE IN STYLE.

SILVER $2500

SILVER SPONSORS OF THE SOWAL FOUNDATION ENJOY A VARIETY OF BENEFITS, INCLUDING LOGO PLACEMENT ON SELECT MARKETING MATERIALS, OUR FESTIVAL WEBSITES, AND SOCIAL MEDIA AND EMAIL PROMOTIONS WITH A FEW DEDICATED SHOUTOUTS. ONSITE, THEIR LOGOS ARE PROMINENTLY DISPLAYED ON THIS YEAR'S BRANDED T-SHIRTS. ADDITIONALLY, SILVER SPONSORS RECEIVE 6 TICKETS TO ANY FESTIVAL SHOWS AND 4 TICKETS TO SATURDAY'S EXCLUSIVE VIP WRAP PARTY AT SOWAL HOUSE. THIS SPECIAL EVENT FEATURES A LIVE JAZZ BAND, AN OPEN BAR, AND OPPORTUNITIES TO CONNECT WITH FESTIVAL ARTISTS AND OTHER VIPS.

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FOUNDATION

www.sowalcomedyfest.com