



NIGHT IN THE  
COUNTRY  
*Nevada*  
MUSIC FESTIVAL

2020  
**SPONSORSHIP  
OPPORTUNITIES**

Supporting Boys & Girls Clubs of Mason Valley



# 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 300 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.

**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.

**2024** - Perhaps the most exciting year since NITC's inception, Night in the Country Nevada moved to its permanent home on a rural piece of farmland in Yerington, Nevada called The Grange. Thanks to Peri & Sons Farms and the Reviglio family we now have a permanent place to call home, and that means we can invest in infrastructure and new experiences. This move means building toward the future and a better festival experience for our fans. More grass, more experiences and more comfort!

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, Hardy and Koe Wetzel. Next up, we celebrate 25 years of Night in the Country in 2026!



# Our REACH

## ATTENDEES



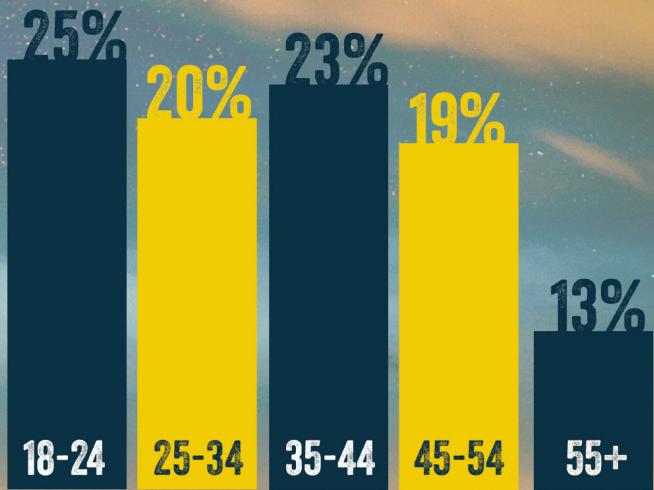
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## OUR CAPTIVES



**980,000**  
ANNUAL WEBSITE VIEWS



**19,042**  
INSTAGRAM FOLLOWERS



**27,800**  
DIGITAL ADVERTISING



**44,070**  
DEDICATED EMAIL SUBSCRIBERS



**942**  
TIKTOK FOLLOWERS



**36,559**  
FACEBOOK FOLLOWERS



**4,608**  
APP USERS  
33,837 SESSIONS  
328,696 SCREEN VIEWS



**592,488**  
BILLBOARD VIEWS

# Who our FANS ARE

By becoming a sponsor of Night in the Country, your brand will be directly in front of tens of thousands of people every week, year-round, and a daily basis leading up to, at, and following the festival. Through Night in the Country's social channels, email marketing, websites and physical presence, in addition to being a Boys & Girls Club donor and with the exposure that brings, your company or organization will be well-positioned with three audiences.

## PRIMARY AUDIENCE – MALES AND FEMALES AGES 24-35

Young people are our primary audience. Primarily centered in Nevada and Northern California, this audience has a large interest in country music, party atmospheres, outdoor activities and recreational events. The young Night in the Country fan seeks lots of fun while enjoying spending money they're making as their careers and adult life come into focus. Our primary audience has less inhibitions when it comes to spending money, especially with the brands they're loyal to, or the brands involved with events and activities they enjoy.

## SECONDARY AUDIENCE – FAMILIES WITH HEADS OF HOUSEHOLD AGES 35-50

A second, still large, audience of Night in the Country is families. Talking with fans, we hear time and time again how Night in the Country is a reunion of sorts, with family from all over the area getting together each year in their campsite compounds for four days together. Our secondary audience is older than our primary, tends to have children and focuses on their budding to growing family. They have different spending priorities, with more money going to their children than to themselves. They appreciate the values a brand believes in and the impactful efforts they choose to support. They are focused across Nevada and Northern California, but we see an even more regional presence from this audience, including states across the Pacific Coast and Mountain West.

## TERTIARY AUDIENCE – FAMILIES ASSOCIATED WITH BOYS & GIRLS CLUBS OF MASON VALLEY

As a sponsor of Night in the Country, you're also a donor of Boys & Girls Clubs of Mason Valley. While a smaller audience, the Club still boasts 1,500 active members, a large local social media following and parents and families who stick with the organization for an average of three years. These families are typically very appreciative of the work the Club does, and even more appreciative of the people and companies who help make that work possible. Like Night in the Country, your organization's brand will be front and center for this audience, a strong group to reach.



# 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 and Boys & Girls Clubs of Mason Valley Donor
- Logo and website link on the Night in the Country and Boys & Girls Clubs of Mason Valley websites
- 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
- Six physical brand placements on the festival grounds to be provided by you.
- 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
- Up to 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 one after
- Complementary invites to Club events like Youth of the Year

# ARTIST SPONSORSHIP

**\$25,000**

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

- Recognition as an official sponsor of Night in the Country and Boys & Girls Clubs of Mason Valley Donor
- Logo and website link on the Night in the Country and Boys & Girls Clubs of Mason Valley websites
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- Five physical brand placements on the festival grounds to be provided by you.
- One 30 second commercial played Thursday, Friday and Saturday
- Two Vendor/Activation Booths
- Up to 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 one after
- Complementary invites to Club events like Youth of the Year



# PRODUCTION SPONSORSHIP

**\$15,000**

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

- Recognition as an official sponsor of Night in the Country and Boys & Girls Clubs of Mason Valley Donor
- Logo and website link on the Night in the Country and Boys & Girls Clubs of Mason Valley websites
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- Four physical brand placements on the festival grounds to be provided by you.
- 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 and one after
- Complementary invites to Club events like Youth of the Year

# VIP SPONSORSHIP

**\$10,000**

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

- Recognition as an official sponsor of Night in the Country and Boys & Girls Clubs of Mason Valley Donor
- Logo and website link on the Night in the Country and Boys & Girls Clubs of Mason Valley websites
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- Three physical brand placements on the festival grounds to be provided by you.
- One 30 second commercial played Thursday, Friday and Saturday
- One Vendor/Activation Booth
- Complementary invites to Club events like Youth of the Year
- One social media post after the festival



# SUPERFAN SPONSORSHIP

**\$5,000**

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

- Recognition as an official sponsor of Night in the Country and Boys & Girls Clubs of Mason Valley Donor
- Logo and website link on the Night in the Country and Boys & Girls Clubs of Mason Valley websites
- Logo on email blasts to festival patrons
- Banner logo placed within the Night in the Country App
- Two physical brand placements on the festival grounds to be provided by you.
- One 30 second commercial played Thursday, Friday and Saturday
- Complementary invites to Club events like Youth of the Year

# G.A. SPONSORSHIP

**\$2,500**

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

- Recognition as an official sponsor of Night in the Country and Boys & Girls Clubs of Mason Valley Donor
- Logo and website link on the Night in the Country website
- Logo on email blasts to festival patrons
- One physical brand placement on the festival grounds to be provided by you.

## Á LA CARTE SPONSOR PRICING

GENERAL ADMISSION	\$200
SUPERFAN	\$275
VIP	\$500
CLUB 149	\$1000
TRAILS/WALKER/BASIN	\$200
REVIGLIO RANGE/SUMMIT	\$150



# THE EXPERIENCES

## Sponsorship Opportunities



### 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.



### 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 STOCKYARD & TOURNAMENT OF CHAMPIONS

\$10,000

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.

### VINO VAN GOGH

\$2,500

WEDNESDAY

Get those creative juices flowing with a little red, white,



### 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!



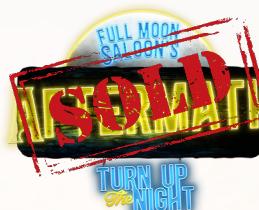
### THE SAMPLING BOX

\$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!



### FULL MOON SALOON & THE PARLOR

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

LAST SATURDAY IN SEPTEMBER

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.

## THE HOT SPOTS

Each of our area sponsorships come with heavy branding in the area, recognition in references to the area, and activation opportunities in the area. Sponsor responsible for branding costs, but Night in the Country will do what we can to maintain your materials year after year. All area sponsorships are on top of standard sponsorships, and do not include any additional marketing or pass benefits.

**VIP TENT  
NAMING  
RIGHTS**

\$20,000

**SUPERFAN  
NAMING  
RIGHTS**

\$10,000

**GA STAGE  
NAMING  
RIGHTS**

\$25,000

