



SPONSORSHIP OPPORTUNITY

THE GREAT AMERICAN PICKLEFEST

BRINE • BEER • MUSIC • VENDORS

LAS VEGAS, NEVADA • ALL-AGES FESTIVAL

THE BRINIEST PARTY IN THE DESERT



The ultimate pickle party is coming to Las Vegas — pickleicious, community-driven, and built to give back to the city we love.

- The Big Dill Stage — live bands all day
- Pickle-flavored sampling & specialty concessions
- Get Pickled Beer Garden — craft beer & cocktails
- Pickle competitions — eating, recipes & costumes
- Gherkin Play Zone — kids games, crafts & rides



CRUNCHING THE NUMBERS

THE BUZZ

\$1.1B

US Pickle Market
Growing 6% annually

73%

Gen Z eat pickles
weekly — top snack trend

600M+

TikTok #pickle views
Cultural moment is NOW

#1

Fastest-Growing
Snack Category in the US

THE MARKET — WHY LAS VEGAS?

42M+

Annual Visitors
to Las Vegas

#1

Events & Festivals City
in the US

17M+

Sq Ft, Downtown
Summerlin venue

TOP 5

Foodie Festival
Markets in the US

A first-year festival in America's best market to launch one.

EVENT SPONSORSHIPS

Amplify Your Brand Beyond the Festival Gates

Every sponsorship tier extends your reach far beyond the event footprint — putting your brand in front of the greater Las Vegas market before, during, and after PickleFest.

PRESENTING

TITLE SPONSORSHIP

Investment: \$25,000

- Naming rights: all marketing & media
- Logo on all signage, tickets & digital
- Custom on-site activation footprint
- Category Exclusive — no competitors

PREMIER SPONSOR

ACTIVATION NAMING RIGHTS

Investment: \$7,500

- Stage / Area naming rights
- Social media campaign
- Email & SMS database inclusion
- 6 complimentary VIP passes

ACTIVATION SPONSOR

EVENT SPONSOR

Investment: \$5,000

- Full-page event program ad
- Co-branded print materials
- Signage at press entrance
- Press release co-branding

RELISH THE OPPORTUNITY

Activation Sponsorship Areas & Investment Levels

PREMIER

Get Pickled Beer Garden

\$7,500

PREMIER

The Big Dill Stage

\$7,500

PREMIER

Gherkin Play Zone

\$7,500

ACTIVATION

Brined & Refined VIP Area

\$5,000

ACTIVATION

Pickle Patch Farmers
Market

\$5,000

ACTIVATION

The Pickle Barrel Food
Court

\$5,000

SPONSORSHIP COMPARISON

BENEFIT	PRESENTING \$25,000	PREMIER \$7,500	ACTIVATION \$5,000	COMMUNITY \$3,000
Naming Rights / Category Exclusivity	★★★ Exclusive	★★ Premier	—	—
Logo on All Signage & Marketing	✓	✓	✓	✓
Custom On-Site Activation Footprint	✓	✓	✓	—
Dedicated Social Media Campaign	✓	✓	✓	—
Email & SMS Database Inclusion	✓	✓	✓	✓
Stage / Area Naming Rights	All stages	1 area	1 area	—
Event Program Ad	Full-page	Half-page	Quarter-pg	Listing
Product Sampling Rights	✓	✓	✓	—
Complimentary VIP Passes	10 passes	6 passes	4 passes	2 passes
Post-Event Impact Report	✓	✓	✓	✓

MEET THE PICKLES

The brains behind the brine



BRIAN SALIBA *VP of Pickle Operations*

Brian is the infrastructure mastermind who turns big ideas into reality. From logistics and vendor coordination to site operations and event execution, he makes sure every detail is perfect so PickleFest runs smoothly — from the first pickle to the last!

AMBERLY QUAINANCE *VP of Pickle Planning*

Amberly is the creative force behind the Great American PickleFest. From partnerships and sponsorships to entertainment and festival experiences, she's always asking "what if we try this?" Her mission is simple: create an unforgettable event that brings the community together through food, fun, music, and all things pickle!

Together, they're building the most dill-lightful experience!

hello@picklefestlv.com · Amberly (702) 419-3149 · Brian (702) 401-3311

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