



Presented by **ziply**
fiber



2026-2028 Sponsorships

Updated March 20, 2026

The minimum to receive benefits beyond a website listing is \$1,500. Contributions less than \$1,500 are welcome, though they will only be listed on the website without logo placement or additional benefits.

The minimum for sponsors to receive a 10x10 booth space is \$3,500. All sponsors, partners, and vendors must make reasonable efforts to ensure their booths are both interactive (with food and agriculture connections) and sustainable (with less hand-out materials, and if providing giveaways, more durable items with minimal to no single-use plastic or plastic packaging). These efforts are to not only honor the Festival's agricultural and environmental significance but also limit paper and plastic waste.

Due to logistics and security, we will no longer be able to provide on-site product displays as a benefit.

Multi-year agreements are available. The added benefit is longer brand exposure to diverse national and international markets due to earlier planning and promotional periods (e.g., October 2026 target for initial 2027 promotions; August 2027, post-Festival, for 2028).

Option 1: Blanket Levels

Trade, monetary, or mixed

Intended for businesses and corporations to make larger contributions: Depending on total monetary/in-kind value (per year, if multi-year commitment), we assign sponsors to the following levels and benefits.

BELUGA = \$11,000+

Limited to 2 [1 remaining]

- Exclusive industry clause with identical brand treatment
- Explicit post and ad mentions of "National Lentil Festival" will be followed by "Presented by...[Beluga Sponsor(s)]" in alphabetical ordering
- Radio and day-of announcements: Tagline or service focus messaging included
 - Presenting sponsors will always precede any Legacy sponsor mentions (below).
- NLF Website: Top header placement under NLF logo "presented by" preceding the Beluga sponsor logo(s)
 - Largest logo with Partner Organizers section on main page
- Stage banner with Partner Organizers (City of Pullman, Pullman Chamber of Commerce, and WSU)
 - NLF logo centered with Beluga sponsor logo(s), with presenting specification
 - Festival map signage with NLF logo will have "presented by" + Beluga sponsor logo(s)

- Beluga sponsor logo(s) on staff/volunteer badges and Fun Run shirts
- 10x10 Festival booth space

PARDINA = \$7,501-10,999

Limited to 2

- Top-tier branding with prominent large logo placement on on-site banners, website, and promotional channels
- Added radio and social media mentions (at least 2)
- 10x10 Festival booth space

MERRIT = \$3,500-7,500

Limited to 4 [2 remaining]

- Medium-sized logo on event materials, website, and social media (at least 1 post)
- 10x10 Festival booth space

ESTON (Standard) = \$1,500-3,499

- Basic recognition with standard-size logo on event materials, website, and social media
 - Logo size and placement are determined by sponsor level and design requirements, at the discretion of the Festival marketing team.

Option 2: Official Partners

All trade or cash + trade

For service providers to support operational and hospitality needs: Potential partners must submit a bid with \$1,500 minimum in-kind value for consideration. Total in-kind value must not exceed \$3,499.

All bids are subject to review; submission does not guarantee approval. To be successful, bids must provide all trade or majority complimentary service (51+%, rounded up) out of total offered.

- Example: A hotel might submit a bid package totaling 18 room nights. To be considered for official partner status, the bid should contain at least 10 complimentary room nights (51% of 18 = 9.18, rounded up to 10) with the remaining 8 being discounted rates. If a hotel submits a bid that includes complimentary room nights that amount to less than 51%, this would be considered a standard-level Eston sponsorship submission (Option 1 above).

Successful partner bids will receive “Official” partner titling rights, with additional marketing benefits:

- Radio ad mention (at least 1)
- Wider promotions of business deals/codes on Festival channel
- Higher website placement and event banner with medium-sized logo and “Official” titling
 - 2026 only: “Official ___ of the 2026 National Lentil Festival”
 - Multi-year agreement: “Official ___ of the National Lentil Festival”
- Exclusive industry clause – Please note: Depending on existing sponsor agreements, we may not be able to grant an exclusive industry clause, and in turn, accept a partner bid.

Potential Official Partners

We welcome pitches from businesses and companies for official partner products or services not on this list:

Official Airline

Official Beverage or Coffee & Tea

Official Car Service or Rental

Official Hotel or Accommodation

Official Livestream Producer

Official Snack

Option 3: Legacy

Monetary only

For local businesses and entities to fund historical “legacy” sections or items with established prices:

Legacy sponsors receive explicit naming-right mention of the “legacy” section or item sponsored with medium-sized logo placement on a dedicated section banner, plus the following Merrit-level benefits:

- Medium-sized logo on event materials, website, and social media
- 10 x 10 Festival booth space

Limited to 7

Beer & Wine Garden = \$3,500

~~Science Tent = \$3,500~~ **[No longer available]**

Lentil Chili = \$4,000

Sports Series (Fun Run & Tournaments) = \$4,000

~~Grand Parade = \$5,000~~ **[No longer available]**

~~Lit Lentil Land (Family & Youth Activities) = \$5,000~~ **[No longer available]**

The Stage (Entertainment & Productions) = \$7,500 **[Pending – currently reserved]**

2026 Timeline

- **Website FAQs live:** February 25
- **Previous-year sponsor commitment deadline:** March 10
- **Remaining sponsorship/partnership options available:** March 11
- **Agreement and payment instructions sent:** Starting March 30
- **Sponsorship commitment deadline:** April 17