

“ A COMPETITION LIKE YOU’VE
NEVER SEEN BEFORE, IS BACK ”



SEPTEMBER

12 - 15

Sponsorship Guide



THE INTERNATIONAL CIRCUS FESTIVAL of LAS VEGAS



The International Circus Festival of Las Vegas is an annual event celebrating the artistry and diversity of circus performers worldwide. The inaugural festival featured acts from 11 countries, with competitors vying for prestigious awards, cash prizes, and contracts with top entertainment companies.

The festival aims to establish Las Vegas as a premier destination for circus arts. Now, we are preparing for the 2nd Edition, promising even more breathtaking performances and global talent.



Our Vision

Our vision for the International Circus Festival of Las Vegas is to create an electrifying spectacle that celebrates the artistry, diversity, and innovation of the global circus community. Through mesmerizing performances, immersive experiences, and collaborative cultural exchange, we aim to captivate audiences worldwide, establishing Las Vegas as the premier destination for celebrating the timeless magic of the circus.

Our Mission

Our mission for the International Circus Festival of Las Vegas is to ignite wonder, awe, and unforgettable memories in every attendee. Through captivating performances and unparalleled artistry, we aim to showcase the rich diversity and extraordinary talent within the global circus community. By providing a platform for innovation, creativity, and collaboration, we strive to elevate the circus arts to new heights and inspire generations to come. Join us as we embark on a journey of spectacle, excitement, and unparalleled entertainment at the forefront of the world's entertainment capital.



Giving Back

At the International Circus Festival of Las Vegas, giving back isn't just part of our mission—it's the foundation of everything we do.

This year, we're proud to announce that \$5 from every ticket sold will be donated directly to Cure 4 The Kids Foundation, a Las Vegas-based nonprofit dedicated to providing life-saving treatment and care to children battling serious illnesses. Your ticket doesn't just buy you a seat at the show—it helps bring healing and hope to local families.

We're also honored to partner with HUMANITIX, the world's first non-profit ticketing platform that donates 100% of its booking fees to impactful education and social programs around the world. That means every purchase you make supports multiple causes at once.

Our community outreach doesn't stop there. Through our FLY to FEED initiative, we've donated over 200 pounds of food to local families facing hunger. At Sunrise Children's Hospital, our Little Big Top program brings comfort and cheer by providing toys and gifts to young patients. We also invite attendees of select circus academy sessions to bring a gift for a child in exchange for a waived session fee—turning each experience into an opportunity to give.

Additionally, we've donated tickets to various local nonprofit organizations, ensuring that joy and inspiration reach every corner of our community.

Because at the International Circus Festival of Las Vegas, the circus isn't just about awe-inspiring acts—it's about compassion, community, and making a difference—one ticket at a time.

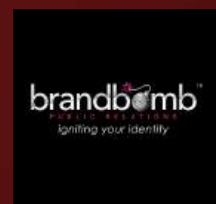


Local

As proud members of the Las Vegas Chamber of Commerce, we are honored to have the full support of our local business community for the International Circus Festival of Las Vegas. The Chamber's support has been invaluable as we strive to make a positive impact on our city, both culturally and economically.

Our festival has also caught the eye of the Las Vegas Review-Journal, which featured us in their CEO Spotlight and published a unique article highlighting the importance of this event. Their coverage has helped shine a light on our mission to celebrate the artistry of the circus while uplifting the local community. We are also collaborating with BrandBomb, a dynamic Las Vegas-based public relations company. With their expertise, we are able to amplify our message and connect with even more people who share our vision of bringing world-class circus entertainment to the heart of Las Vegas.

Together, with the support of the Chamber of Commerce, the Las Vegas Review-Journal, and BrandBomb, we are building a festival that not only entertains but also enriches our community.



Sponsoring Tiers



DIAMOND

\$50,000

The Ultimate Presenting Sponsor

As the exclusive Diamond Sponsor of the 2nd International Circus Festival of Las Vegas, your brand takes center stage as the event's Presenting Partner. This is the highest and most exclusive tier, designed to deliver unmatched prestige, brand integration, and community impact.

Branding & Recognition

- **Festival Naming Rights:**
 - "The 2nd International Circus Festival of Las Vegas – Presented by [Your Brand]" featured across all platforms and materials
- **Top-Level Logo Placement on:**
 - Main stage banner and red carpet step & repeat
 - Festival website (with top billing and clickable link)
 - Opening and closing ceremony visuals
 - All marketing materials (print, digital, video)
- **Co-Branded Festival Element:**
 - Exclusive naming rights to a key feature (e.g., "[Your Brand] VIP Lounge", "[Your Brand] Opening Gala")

Premium Media & Publicity

- Headline Mention in Press Releases & Interviews
- Spotlight in Festival Promo Video & Recap Film
- Dedicated Social Media Takeover Day (story highlights, reels, posts across Instagram, Facebook, LinkedIn, Tik Tok and X)
- Live Verbal Acknowledgment at all main stage ceremonies

Elite VIP Experience

- 15 All-Access VIP Badges
 - Front-row seating
 - Backstage tour with performers
 - Exclusive rehearsal access
- Private Meet & Greet with Festival Stars and Jury Members
- Special Table at the VIP Gala Dinner with name plaque and champagne service
- Diamond Sponsor Credentials & Welcome Package

Exclusive Engagement Opportunities

- Branded Activation Zone On-Site
 - Premium location for product display, sampling, or immersive experiences
- Placement in 100+ VIP Swag Bags
- Your Brand Featured in All Digital Festival Tickets

Corporate Hospitality & Business Growth

- 10 VIP Guest Passes for Clients or Executives
- Personalized Thank You Plaque signed by the international cast and directors
- Facilitated Networking with Sponsors, Artists & Media
- Optional Speaking Opportunity at the Opening or Closing Ceremony

This Diamond Sponsor tier is designed for a brand that wants to lead, shine, and be remembered as a partner of a world-class cultural movement in Las Vegas.



Sponsoring Tiers



PLATINUM \$25,000

The Ultimate VIP Experience & Brand Visibility

Hospitality & Access

- 12 VIP Tickets for Show Opening Night
- 12 VIP Tickets for Show of your choice
- 12 VIP Tickets for the Gala Show
- 20 Free Regular Tickets for any preferred show
- VIP Lounge Access – Exclusive hospitality suite with premium catering & networking
- Private Meet-and-Greet with the festival director and top artists
- Exclusive Behind-the-Scenes Tour of rehearsals and performer training sessions
- Priority Front & Center Seating
- VIP Parking

Marketing & Branding

- Premier Advertising Package – Full-page spread in the festival program
- Brand Inclusion in Sponsorship Announcement before each show
- Opportunity to Present a Special Award on behalf of your brand
- Dynamic Media Exposure – Your logo featured on:
 - Festival flyers & posters
 - Show programs
 - Pre-show presentations
 - Website & social media (dedicated sponsor highlight post)
- Custom Sponsor Activation Booth inside the festival area for product sampling or promotions
- Naming Rights for a Featured Act or VIP Event – Presented as “[Sponsor Name] Presents...”

Additional Perks

- 20% Discount on Tickets for Family & Friends
- 20% Discount on Merchandise
- Exclusive Invitation to Sponsor & Industry Networking Event



Sponsoring Tiers



GOLD

\$10,000

Premium Access & Advertising Opportunities

Hospitality & Access

- 8 VIP Tickets for Show Opening Night
- 8 VIP Tickets for Show of your choice
- 8 VIP Tickets for the Gala Show
- 15 Free Regular Tickets for any preferred show
- VIP Meet-and-Greet with Artists
- Backstage Access for Sponsors

Marketing & Branding

- Ad Placement in Festival Program (Full Page)
- Inclusion in Sponsorship Announcement before the show
- Opportunity to present special prize on behalf of Sponsor
- Brand Visibility on Promotional Materials – Logo featured on:
 - Posters & Flyers
 - Website & social media
- 20% Discount on Tickets for Family & Friends
- 20% Discount on Merchandise



Sponsoring Tiers



SILVER

\$5,000

Exclusive Hospitality & Visibility Package

Hospitality & Access

- 4 VIP Tickets for Show Opening Night
- 4 VIP Tickets for Show of your choice
- 4 VIP Tickets for the Gala Show
- 10 Free Regular Tickets for any preferred show

Marketing & Branding

- Ad Placement in Festival Program (Half Page)
- Logo Placement on Festival Banners, Social Media & Website
- Opportunity to present special prize on behalf of Sponsor
- 10% Discount on Merchandise
- 20% Discount on Tickets for Family & Friends

BRONZE

\$2,500

Entry-Level Sponsorship for Brand Awareness

Hospitality & Access

- 2 VIP Tickets for Show Opening Night
- 2 VIP Tickets for Show of your choice
- 2 VIP Tickets for the GALA Show and Awards Ceremony
- 10 Free Regular Tickets for any preferred show

Marketing & Branding

- Ad Placement in Official Festival Program
- Logo Placement in Promotional Materials & Website
- 10% Discount on Merchandise
- 20% Discount on Tickets for Family & Friends





6,000+
Spectators



25+
Performers



September 12 - 15
2025
4 Days of
Performances



20+
Acts

Las Vegas, renowned for its vibrant nightlife, iconic casinos, and extravagant entertainment, continues to be a top tourist destination. In the previous year, the city welcomed over 30 million visitors, averaging about 88,000 guests each day. This bustling influx underscores Las Vegas's enduring appeal as a global hub for leisure, conventions, and world-class entertainment, attracting tourists from all corners of the world seeking the excitement and luxury that only Vegas can offer.



"JOIN US AS A SPONSOR AND BE AT THE HEART OF INNOVATION."



Our Sponsors & Supporters



Sponsorships with the International Circus Festival of Las Vegas place you in the ring with a world-class, world-renowned circus experience.

We offer multiple sponsorship levels that will guarantee visibility, exposure, credibility, and lasting relationships in true circus style that speak to all capacities and capabilities.

Sponsorships also help the International Circus Festival of Las Vegas continue its legacy of inclusivity that provides affordable and accessible experiences throughout the Las Vegas Valley and beyond. Personalized packages are available and custom bundles are always up for discussion.

If you are interested in supporting the International Circus Festival of Las Vegas and our global community, please contact us at info@lasvegascircusfestival.com.

We thank you for your support.

2024 Winners



GOLD VEGAS



The Flying Gonzalez
- Flying Trapeze

SILVER VEGAS



Cesar Dias
- Musical Comedian



Duo Soma
- Perch



Philippe & Marie-Lee
- Unicycle Duo

BRONZE VEGAS



MALEVO
- Malambo



Los Polemicos
- Musical Clowns



Haley Vilorio
- Aerial Straps



Royal Gauchos
- Malambo

The Venue

Building on this success of the 1st Edition, the 2nd International Circus Festival of Las Vegas under the grand Big Top continues to be a platform for excellence, innovation, and tradition. Join us for another breathtaking edition as we honor the past, embrace the present, and shape the future of circus in the entertainment capital of the world!



Contact

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