



2026

NOV 13-14

VIKINGFEST

WWW.VIKING-FEST.COM

SPONSORSHIPS

	ALL FATHER	JARL	SHIELD WALL	RAIDER	VILLAGE
PRICE	\$25,000	\$15,000	\$8,000	\$4,000	\$1,000
NAMING RIGHTS	FESTIVAL + ONE MAJOR ZONE	x	x	x	x
VISIBILITY	HIGHEST VISIBILITY	HIGH	HIGH	MID-RANGE	BASIC
BOOTH	20x20 Prime Longhouse	10x20 Command Tent	10x10 Village Stall	10x10 Raider Tent	x
VIP PACKS	10	6	4	2	2
SOCIAL MEDIA	SPONSOR SPOTLIGHT + 10 MENTIONS	8 MENTIONS	4 MENTIONS	2 MENTIONS	1 MENTION
ON STAGE MENTIONS	8	4	2	2	x
T-SHIRT LOGO	LARGEST	LARGE	LARGE	MEDIUM	SMALL

WHAT IS VIKING FEST?



Vikingfest is a multi-day immersive cultural festival celebrating the rich world of Viking history, folklore, and adventure. Step into a living realm filled with craft merchants, roaring battle demonstrations, traditional combat arts, hearty food, flowing mead, live music, and high-energy entertainment.

It's a place where history and fantasy collide—where warriors clash, skalds sing, artisans create, and guests of all ages discover the spirit of the North.

MEAT * MEAD * MERCHANTS * MELEE * MUSK * MISCHIEF * HISTORY * FANTASY * FUN

WHY SPONSOR VIKING FEST?

❧ UNMATCHED REACH & VISIBILITY

Attendees from 31 U.S. states and international travelers

Content with 8.1 million yearly video views driven by fully organic virality

Long-term exposure through evergreen reels and shareable festival moments

Better visibility and ROI than traditional advertising or expo sponsorships

❧ HIGH-VALUE AUDIENCE

Strong spending power, ages 25–54 (79% of audience)

Broad appeal to fantasy, fandom, history, and family communities

Loyal attendees who deeply engage with sponsors and festival partners

❧ POWERFUL BRAND ALIGNMENT

A rapidly growing, immersive cultural experience

Community-focused environment that champions small businesses and artisans

Ideal for brands wanting to connect with passionate, experience-driven consumers

SOCIAL MEDIA & MARKETING REACH

PRIMARY VIKINGFEST AUDIENCE

- Email List: 17,500+
- Facebook: 68,000+ followers
- TikTok: 14,000+ followers
- Instagram: 970+ followers

TOTAL DIRECT MEDIA AUDIENCE: 100K+

VIKINGFEST AUDIENCE DEMOGRAPHICS

AGE

- 25-34: 26.2%
- 35-44: 30.7%
- 45-54: 22%
- 55-64: 11.8%

GENDER

- Female: 42%
- Male: 58%

EXPANDED SOCIAL MEDIA SUITE (APPARITION EVENTS NETWORK)

Live Laugh LARP

- 49k TikTok followers
- 7k Facebook followers

Apparition Halloween Bars

- 9.4k Facebook
- 6.5k Instagram

ADDITIONAL COMMUNITY GROUPS & HUBS

- Vikings of the Middle West — 3.3k
- KC Freaks and Geeks — 4.9k (FB) + 1.7k (Meetup)
- KC Area Dungeons & Dragons — 2.6k
- KC Cosplay Community — 922
- Kansas City Geeks & Games — 2,131
- Roleplay in the Middle West — 3.4k
- Gamers of Kansas City (Discord) — 865



THE ALL FATHER SPONSORSHIP

\$25,000 — ODIN'S HIGHEST HONOR



"Vikingfest 2026 — Presented by [Sponsor]"

Your name becomes part of the official festival title across all platforms.

Co-Branded Festival Sigil (Logo)

A unique, co-crafted Viking-styled emblem blending your brand with Vikingfest's identity.

Dominant Brand Placement

Your logo displayed as the largest and most prominent on all marketing materials—digital, print, signage, and more.

Prime Longhouse Booth (20x20)

Command a premier 20x20 booth space in high-traffic territory.

Naming Rights to a Major Festival Realm

Claim your territory—whether the Mead Hall, Battle Arena, Artisans' Market, or other major zone.

On-Stage Recognition by the Skalds

Our announcers give you featured recognition during key programming moments.

VIP Experience Packs

Showcase your chieftains, partners, or guests with exclusive access and premium festival perks.

Reserved VIP Seating

Exclusive seating at headline performances, ceremonies, and competitions.

Logo on Volunteer Shields (Shirts)

Your brand proudly displayed on volunteer shirts worn throughout the festival grounds.

Category Exclusivity

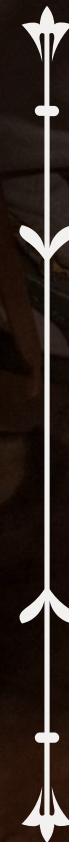
Secure your domain—no competing brands within your industry category.

First Right of Refusal for 2027

Claim your throne again next year before anyone else.

Featured All Father Spotlight Story

A dedicated promotional showcase across social media, website, and festival announcements.





THE JARL SPONSORSHIP

\$15,000 ✕ LEADER OF THE CLANS

Clan Banner Displayed on Major Festival Decrees
Your logo featured on primary promotional materials

Insignia Worn by the Shieldfolk
Logo on volunteer shirts

Heroic Announcements by Festival Skalds
Scripted sponsor acknowledgments throughout the event

Prime Banner Placement at the Festival Grounds
Premium banner positioning

Command Tent — 10x20 Longhouse Booth
10x20 booth in a premium location

6 VIP Experience Packs for Your Chosen Warriors
Showcase your chieftains, partners, or guests with exclusive access and premium festival perks.

8 Social Media Sagas
8 Custom Reels for your brand, or directed at a special someone.



SHIELD WALL SPONSORSHIP

\$8,000 DEFENDERS OF THE REALM

Insignia Featured on Festival Maps & Missives
Logo on festival materials

Your Banner Raised Proudly in Hedeby Vendor Village
Banner placement in Hedeby

Heroic Announcements by Festival Skalds
Scripted sponsor acknowledgments throughout the event

Prime Banner Placement at the Festival Grounds
Premium banner positioning

IOXIO Market Booth Within the Village Gates
IOXIO booth in a premium location

4 Huscarl VIP Experience Packs
Showcase your chieftains, partners, or guests with exclusive access and premium festival perks.



RAIDER SPONSORSHIP

\$4,000 BOLD & BATTLE READY

Insignia Featured on Festival Maps & Missives
Logo on festival materials

A Small Banner Hung in Asgard or Hedeby
Sponsor chooses — or is placed — in one of the two festival zones

Heroic Announcements by Festival Skalds
Scripted sponsor acknowledgments throughout the event

ioxio Market Booth Within the Village Gates
ioxio Booth for Your Raider Encampment

2 Huscarl VIP Experience Packs

Showcase your chieftains, partners, or guests with exclusive access and premium festival perks.

2 Social Media Saga

A Custom Reel for your brand, or directed at a special someone.



VILLAGE SPONSORSHIP

\$1,000 HONORED MEMBERS OF THE COMMUNITY

Insignia Featured on Festival Maps & Missives
Logo on festival materials

A Small Banner Hung in Asgard or Hedeby
Sponsor chooses — or is placed — in one of the two festival zones

2 Huscarl VIP Experience Packs

Showcase your chieftains, partners, or guests with exclusive access and premium festival perks.

2 Social Media Saga

A Custom Reel for your brand, or directed at a special someone.



HUSCARL (VIP) PERKS

ELITE PRIVILEGES FOR THE LOYAL WARRIORS WHO
STAND CLOSEST TO THE THRONE.

Souvenir Wooden Vikingfest Mug

A handcrafted wooden mug worthy of a seasoned warrior—yours to keep as a trophy of the festival.

VIP Feast & Front-Row Entertainment

Indulge in exclusive feasting and enjoy premium seating for select shows, battles, and performances.

Early Access to the Festival Grounds

Enter before the gates officially open to claim the best seats, the finest goods, and the earliest adventures.

Access to the Huscarl VIP Longhouse Lounge

Relax in a private lounge reserved for the elite—complete with seating, shade, and special amenities.

Valid for Both Festival Days (Friday & Saturday)

Enjoy your VIP status across the entire two-day Vikingfest experience.





ZONE SPONSORS

Asgard Sponsor ✕ \$5,000

Claim the most sacred realm of the gods. Prime visibility in the central gathering area.

Thor's Arena ✕ \$3,500

Your brand stands where thunder roars - combat, demos, and high-action entertainment.

Loki's Stage ✕ \$3,000

Front-and-center presence in the festival's mischief-filled performance hub.

Feasting Court ✕ \$2,500

Sponsor the heart of indulgence - food, mead, entertainment, and revelry.

Hedeby Vendor Village ✕ \$2,500

Your name watches over the bustling marketplace filled with artisans and merchants.

Pyre Ceremony ✕ \$2,000

Align your brand with one of Vikingfest's most iconic ceremonial moments.

Skaldzebo Story Stage ✕ \$2,000

Champion the storytellers, musicians, lorekeepers, and skalds of Vikingfest.

Kidgard ✕ \$1,500

Support the young shieldmaidens and raiders in a family-friendly activity zone.

A LA CARTE SPONSORSHIP OPPORTUNITIES

Perfect a la carte options for boosting visibility or supporting specific festival components.



Raven Messenger Sponsor ✕ \$500

Your logo on the official festival map - carried by every attendee.

Thrall Transport Shuttle Sponsor ✕ \$300

Logo on shuttle signage transporting attendees between festival areas.

Adopt-A-Viking ✕ \$150

Your brand supports a Viking actor/performer for the weekend.

Child Activity Table Sponsor ✕ \$150

Logo and signage at a popular family activity station.

Berserker Break-Area Sponsor ✕ \$150

Brand the warrior rest area for performers and staff.

Volunteer Snack Sponsor ✕ \$150

Keep our volunteers fueled - your brand displayed at the snack station.

Volunteer Snack Sponsor ✕ \$150

Keep our volunteers fueled - your brand displayed at the snack station.

Privy Protector ✕ \$125

Sponsor signage on festival porta-potties. A crowd favorite (and always noticed!).



SOCIAL MEDIA ENHANCEMENTS

Tap into Vikingfest's 8M+ yearly video views and multi-platform reach.

RAVEN POST ADD-ONS

Raven's Reign Weekend ✕ \$300

Social Media Takeover Weekend - your brand controls
Vikingfest's platforms for a dedicated window.

Clan Chronicle Feature ✕ \$150

Website feature with an image + promotional blurb.

Digital Sigil Placement ✕ \$100

Logo + link placed prominently on the Vikingfest website.

Sponsored Reel or Video ✕ \$100

A high-performing short-form video with your brand integrated.

Static Social Media Post ✕ \$50

A branded image post shared across one primary platform.

SAGA-LEVEL SOCIAL PACKAGES

\$800 ✕ Odin's Herald Package - Premier Package

5 social media features during peak hours
2 unique product reels
4 featured reels during the event
Website Feature with image + promotional blurb

\$500 ✕ Jarl's Call - The Deluxe Package

2 social media features during peak hours
1 product reel
2 featured reels during the event
Website Feature with image + promotional blurb

\$250 ✕ Raven's Wing - The Standard Package

2 featured reels for your sponsored event
Website Feature with image + promotional blurb



JOIN THE VIKINGFEST CLAN

REACH OUT TO OUR SPONSORSHIP TEAM TODAY.

KEEPER OF THE CLAN ALLIANCES

Sponsorship Lead

Staci Hubbard

staci@viking-fest.com

KEEPER OF THE SPONSOR SCROLLS

(Sponsorship Coordination Assistant)

Lindsey Carter-Foster

lindsey@viking-fest.com

HIGH JARL OF THE FESTIVAL

Festival Director

Edward Schmalz

Email:

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Phone: 415.613.0476

KEEPER OF THE LONGHOUSE LOGISTICS

Festival Operations Director

Wyatt Meriwether

Email: wyatt@apparitionbar.com

WWW.VIKING-FEST.COM