

.... THE BETTS PRESENT

HORSESHOE

MUSIC FESTIVAL

TETON COUNTY FAIRGROUNDS

SEPT 25 - 27, 2026 • JACKSON, WY

SPONSORSHIP OPPORTUNITY



HISTORY OF HORSESHOE & SPONSORSHIP OPPORTUNITIES



Horseshoe Music Festival is a boutique, culturally driven event created by Duane & Lisa Betts in 2023 with the [Launch Pad Foundation \(501c3\)](#). Rooted in sustainable tourism, local partnerships, and the Betts' Allman Brothers legacy, the festival has grown each year and now takes place at the Teton County Fairgrounds. Attendees include locals, destination travelers, and high-discretionary music fans who value curated experiences in music, food, wellness, and indigenous heritage.

What to expect:

- Themed nights hosted by Duane Betts & Palmetto Motel with national touring artists
- VIP farm-to-table experiences + preferred viewing
- White Sage Market (artisan/vintage vendors) - Free
- Fashion show - Free
- Native Land Acknowledgement Ceremony - Free
- Wellness offerings
- Mainstage Songwriter Showdown - Free

Sponsorship Snapshot:

- 25,000 total attendees
- Strong brand integration + cohesive campaign execution
- Messaging, positioning, and KPI reporting included
- 2.1M+ followers reached in 2025 with expanded content planned for 2026





HORSESHOE FESTIVAL 2026

SPONSORSHIP OPPORTUNITIES



Sponsorship packages can be tailored to suit different contribution levels.

The included items in sponsorship packages are:

- Complimentary event tickets
- VIP activations
- Headline Stage banner
- VIP access
- Customized activations in VIP
- Stage scrims and signage



nugs Horseshoe Music Festival remains a product of Jackson Hole, and Teton County, but we also provide a window to the world with through our partner NUGS.net The industry leader of streaming live concert events. Over 2600 fans watched the show in 2025.



Horseshoe Music Festival provided a one-of-a-kind experience celebrating the legacy of Southern rock pioneers, The Allman Brothers Band. "Gibson Presents: The Allman Brothers Band Museum" sees The Big House, the legendary band's original home in Macon, Georgia. Participants were able to touch, hold, and play a variety of Gibson instruments including similar guitars to those the Allman Brothers played. Gibson Gives also provided guitars signed by the band, with proceeds donated to the Dickey Betts Memorial Endowed Scholarship at Berklee College of Music.

DEMOCRAPHICS

WHO COMES TO HORSESHOE MUSIC FESTIVAL

Ages: 30-75

Education:

- Bachelors degree or greater - entrepreneurs
- People who work hard to play hard

Values:

- Music lovers
- Cares about their mental & physical health
- Cares about the environment
- Appreciates the value of things that are made by hand
- Researches the best place to eat/stay when traveling

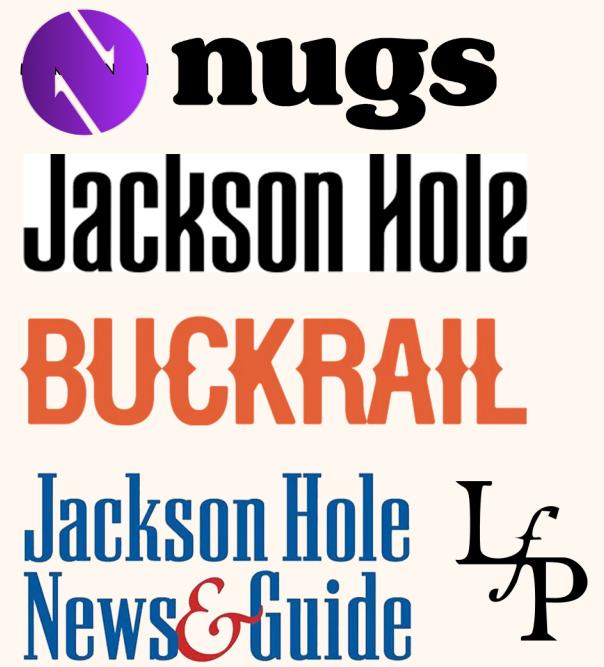
Average Income:

70k-250k



• HORSESHOE 2025 DIGITAL & PRINT MEDIA VALUES

- 2.1M total followers reached
- Average of 4 posts/account
= \$139K in social media marketing
value in 2024
- Media partners - 6 local, 2 national
- 2,722,863 Million impressions made
- \$229,301
Value of digital and print media campaigns
- Nugs Stream
1398 unique users tuning in for over an hour
Total unique views across the two days were
2622 with 9/12 returning the top performance.





OUR HOME:

TETON FAIRGROUNDS IN JACKSON HOLE, WY



- **Jackson Wyoming** is the gateway to both Grand Teton National Park & Yellowstone National Park.
- The Parks reported over 4 million visitors in September of 2024.
- 44% of those visitors came to Jackson.
- **Teton County Fairgrounds** is centrally located and within walking distance of the town square.
- **Teton Fairgrounds** offers us plenty of room to grow.

HORSESHOES 2025 SCHEDULE

HORSESHOE MUSIC FESTIVAL SCHEDULE		
FRIDAY SEPT 12		
10-11 AM	YOGA ON THE LAWN W/ LOUISE SANSEAU (INVERSION YOGA)	FREE
10 AM	WHITE SAGE MARKET OPENS ALLMAN BROTHERS MUSEUM OPENS	FREE
1-2 PM	MUSIC SHOWDOWN (SMALL STAGE)	FREE
3:30-4:30P	NATIVE LAND ACKNOWLEDGEMENT CEREMONY & PERFORMANCE (ON GRASS)	FREE
5PM	GATES OPEN	
5:10-5:40P	AARON DAVIS & THE MYSTERY MACHINE	
6-6:30P	MATTIE SCHELL	
6:30-7:45P	DUANE BETTS & PALMETTO MOTEL	
7:30-10:30P	SKULLS & PEACHES SUPER GROUP	
*SET TIMES SUBJECT TO CHANGE		

HORSESHOE MUSIC FESTIVAL SCHEDULE		
SATURDAY SEPT 13		
10-11 AM	YOGA ON THE LAWN W/ BRITTANY BELISLE (HOME YOGA)	FREE
10 AM	WHITE SAGE MARKET OPENS (OPEN TO THE PUBLIC) ALLMAN BROTHERS MUSEUM OPENS	FREE
2-3:00P	FASHION SHOW	FREE
3-4:00P	MUSIC SHOWDOWN FINALS (SMALL STAGE)	FREE
5 PM	GATES OPEN	
5:00-5:30P	ERIKA & ALEX ORBISON	
5:35-6:05P	FRANK HANNON	
6:10-6:20P	MUSIC SHOWDOWN WINNER	
6:30-7:15P	DUANE BETTS & PALMETTO MOTEL	
7:30-10P	SOUL OF THE SOUTH SUPER GROUP	
*SET TIMES SUBJECT TO CHANGE		

MUSIC · FASHION · CULINARY · WELLNESS

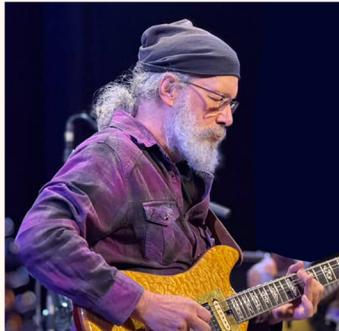
MUSIC | ARTISTS | TALENT



DUANE BETTS



DON WAS



STEVE KIMOCK



ERIC KRASNO



LAMAR WILLIAMS JR



JACKIE GREENE



NICKI BLUHM



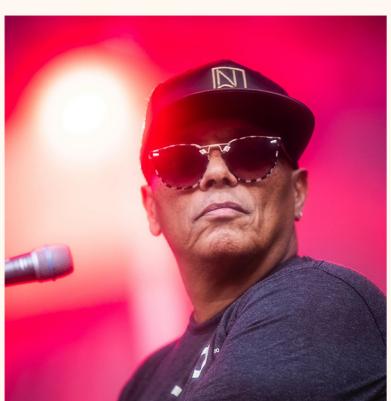
MAGGIE ROSE



DANIEL DONATO



GEORGE PORTER JR



IVAN NEVILLE

WHITE SAGE MARKET AND FASHION SHOW

- Celebrating vintage treasures, one of a kind artisans & slow fashion
- 30 local and national vendors & artists in 2025
- **Both indoor & outdoor** activation space to grow our White Sage Market into its own destination



CULINARY

- Locally sourced farm to table menus cooked over a live fire
- Thoughtfully curated cocktail menu's featuring craft cocktails that are free of chemicals and additives
- Our Partner **Glorietta Trattoria** curated happy hour appetizers and aperitif

HORSESHOE

MENU NIGHT 1

... 9.12 ...

APPETIZER
SLOW SMOKED TROUT, COAL POTATOES, CREMA

PROTEIN
GAUCHO TOMAHAWKS, MIZUNA CHIMI

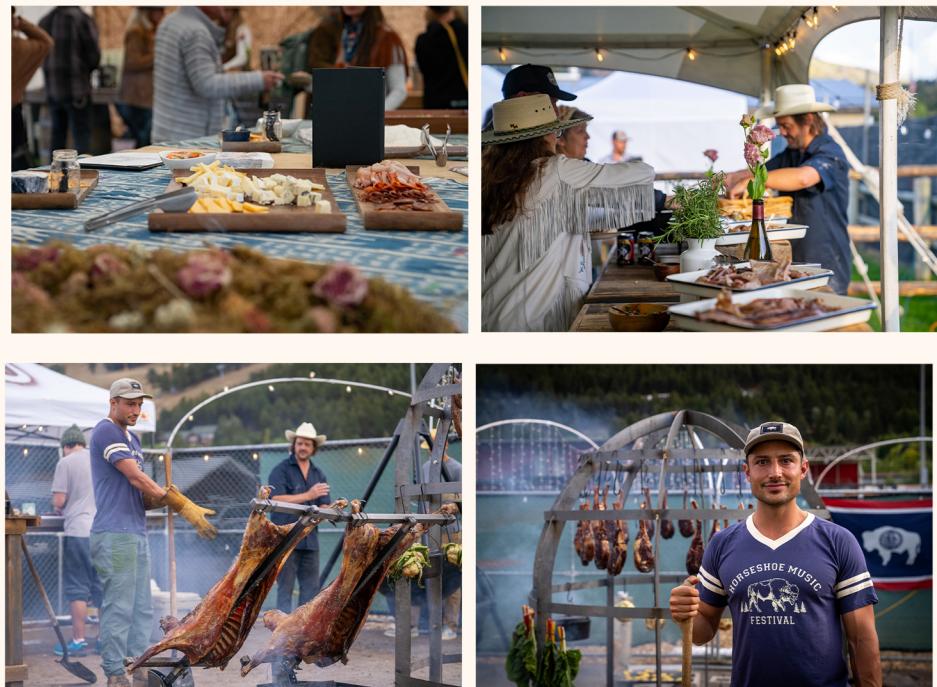
POTS
BEANS A LA OLLA
(ARGENTINIAN BLACK BEANS, SLOW COOKED WITH TOMS + AROMATICS)

LATE SUMMER VEGGIES
LEAFY GREEN BUNDLES, SMOKED QUICK CHUCRUT
(CHILEAN STYLE KRAUT)

BREADS
HERITAGE CORN AREPAS
(SAVORY CORNMEAL CAKES)

DESERT
CAST IRON TRES LECHES

Chef Greg & Chef Michael

HORSESHOE

MENU NIGHT 2

... 9.13 ...

APPETIZER
CHORIZO EN TRENZA, STONE FRUIT MOSTARDA
(UNCUT WHOLE LINK STRINGS)

PROTEIN
CORDERA DE ASADOR
(WHOLE LAMB ON THE CROSS)
SPICY CHERMOULA
(MOROCCAN HERB PESTO)

POTS
WHITE BEAN & FENNEL LOUBIA
(N. AFRICAN INSPIRED WHITE BEAN STEW)

LATE SUMMER VEGGIES
LARGE FORMAT TORSHI
(FIRE ROASTED ONIONS, PEPPERS, CARROTS, CAULIFLOWER W/ SPICY HERB VINAIGRETTE)

BREADS
WILD YEAST FLATBREAD

DESERT
CIRCUS COFFEE CAKE

Chef Greg & Chef Michael




SPONSORSHIP MENU

WE OPERATE UNDER THE LAUNCH PAD FOUNDATION 501C3

Grand Teton - 50K

- Presenting Sponsor naming: "Your Company & The Betts Present Horseshoe Music Festival"
- Category exclusivity
- Logo on festival homepage + all digital and print materials
- Logo on all major event signage (welcome, step & repeat, directional, sponsor footprints)
- One large, premium activation footprint (placement priority)
- Inclusion in all press releases
- Logo included in all HMF-produced digital ads
- 6 brand-specific social media posts across HMF channels
- 6 VIP + 6 GA tickets for all 3 festival days

Jackson Peak - 30K

- Category exclusivity
- Logo on select digital + print materials
- Logo on key event signage (welcome signage, sponsor footprints)
- One large activation footprint for all 3 days (size/location TBD)
- Inclusion in select press materials
- Logo included in digital ads where applicable
- 4 brand-specific posts across HMF channels
- 6 VIP + 6 GA tickets for all 3 festival days

WELLNESS

In partnership with the Horseshoe Music Festival, the Rhythm Retreat & MainStage Showdown invites you to reset, reconnect, and rise into your rhythm—through two days of immersive wellness sessions, nature-based healing, and powerful musical expression.

THE RHYTHM RETREAT:

Guided by Francine Padròn Bartlett & the Ways of the Medicine Wheel, this retreat blends ancient wisdoms and modern wellness practices to align your spiritual, mental, emotional and physical bodies.

Included experiences: 6 curated group sessions
+ 3 personalized healing sessions

- Daily yoga & movement
- Sound baths (with special guest musicians!)
- Cacao circle & SOMA breathwork
- Fire ceremony & group healing sessions
- Hands-on massage and Healing Mat therapies
- Exclusive small-group sessions on Medicine Wheel Wellness Philosophy & Mental Performance
- Journal + wellness gift bag



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- 4 brand-specific posts across HMF channels
- 6 VIP + 6 GA tickets for all 3 festival days



SPONSORSHIP MENU



Snake River - 15K

- Logo on event signage & digital materials
- Activation footprint (size/location TBD)
- Included in festival press releases
- Two dedicated social media posts from event-affiliated accounts
- 4 tickets (Sept 25-27)

Moose Junction - 10K

- Logo on event signage & select digital materials
- Activation footprint (smaller footprint; size/location TBD)
- Included in festival press releases
- One dedicated social media post from event-affiliated accounts
- 2 tickets (Sept 25-27)

Elk Refuge - 5K

- Logo on event signage & digital materials
- Included in digital advertisements
- Included in general sponsor thank-you posts (not a dedicated post)
- 2 tickets (Sept 25-27)

Teton Pass – 2.5K

- Logo on digital + print marketing materials
- Included in general digital materials
- Two dedicated Instagram Stories highlighting your brand
- 2 GA weekend passes

***CUSTOM PACKAGES AVAILABLE**

U PARTNERS U

WE HOPE YOU CONSIDER JOINING OUR WONDERFUL
GROUP OF SPONSORS IN 2026!



THANK YOU

"Horseshoe became a vision while traveling to festivals & events all over the world and feeling like something was missing. Our goal is to create an intimate weekend of the highest caliber of music, shopping, food & wellness. Something that is deeply intertwined in our daily lives. We hope that with the support and teamwork with brands like yours, we can create and grow Horseshoe into something really special."

~ With love, Lisa & Duane Betts

