

MUZ FEST

ATUIQE
Crafting Timeless Events



Belong. Celebrate. Remember.

2026 Sponsorship Partnership

3rd Annual Muz Fest · September 12, 2026 · Victory Hall at The Boxyard, Seattle

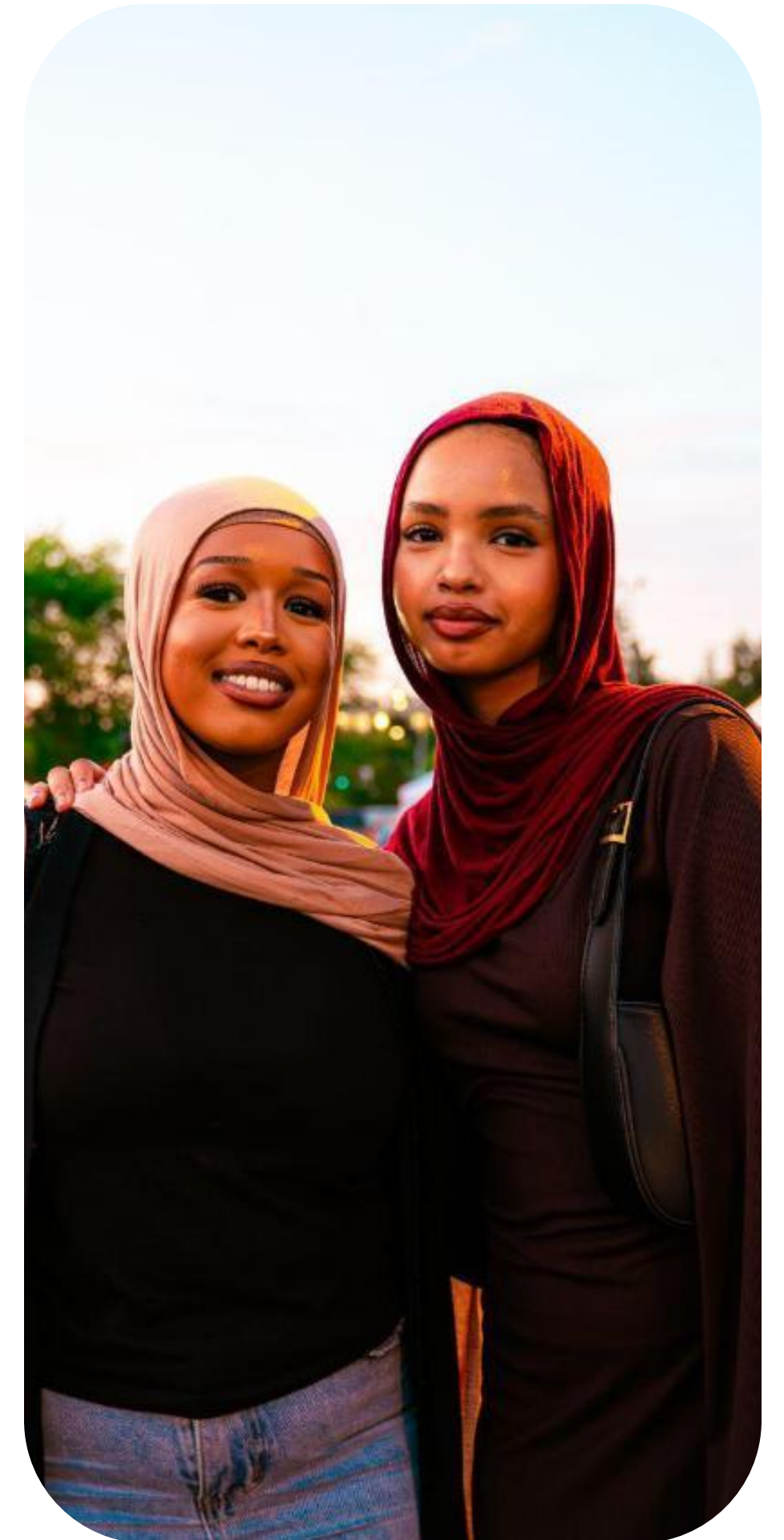
WHAT IS MUZ FEST

Where culture meets community.

Muz Fest is a one-day festival of live music, halal and multicultural food, a small-business marketplace, and family activities — bringing together thousands from across the Pacific Northwest each year.

Our mission is to amplify underrepresented voices and empower local multicultural talent, giving Muslim and immigrant communities a platform that's built for them, not around them.

It exists to give Muslim and immigrant communities across the Pacific Northwest a stage where they are seen, celebrated, and safe.





WHY MUZ FEST STARTED

One act of hate tried to silence a community. Muz Fest is the answer.

Founder Abubakr Abdulkadir, Seafair's 2026 Community Hero

As a teenager, founder Abubakr Abdulkadir was assaulted in downtown Seattle for wearing traditional Muslim clothing — targeted simply for being visibly himself. Instead of shrinking, he built the opposite: a unity festival that brings different ethnic communities together for one day of celebration, connection, and love.

In 2024, that answer became Muz Fest — and it has grown every year since. That very first year, Governor Jay Inslee sent a letter recognizing Muz Fest's cultural and economic impact on Washington State.

In recognition of that work, Abdulkadir was named Seafair's 2026 Community Hero, representing a new generation of leaders shaping a more inclusive Seattle.

[View our impact & the Governor's letter →](#) [Our full archive →](#)

WHY SPONSOR MUZ FEST

Brands struggle to reach this audience authentically. We already have.

Muslim, immigrant, and multicultural communities in the Pacific Northwest are young, growing, and hard to reach through conventional media — and skeptical of brands that show up only in an ad. Muz Fest gives you a trusted, in-person seat inside the community itself, on its own terms.

A Hard-to-Reach Audience

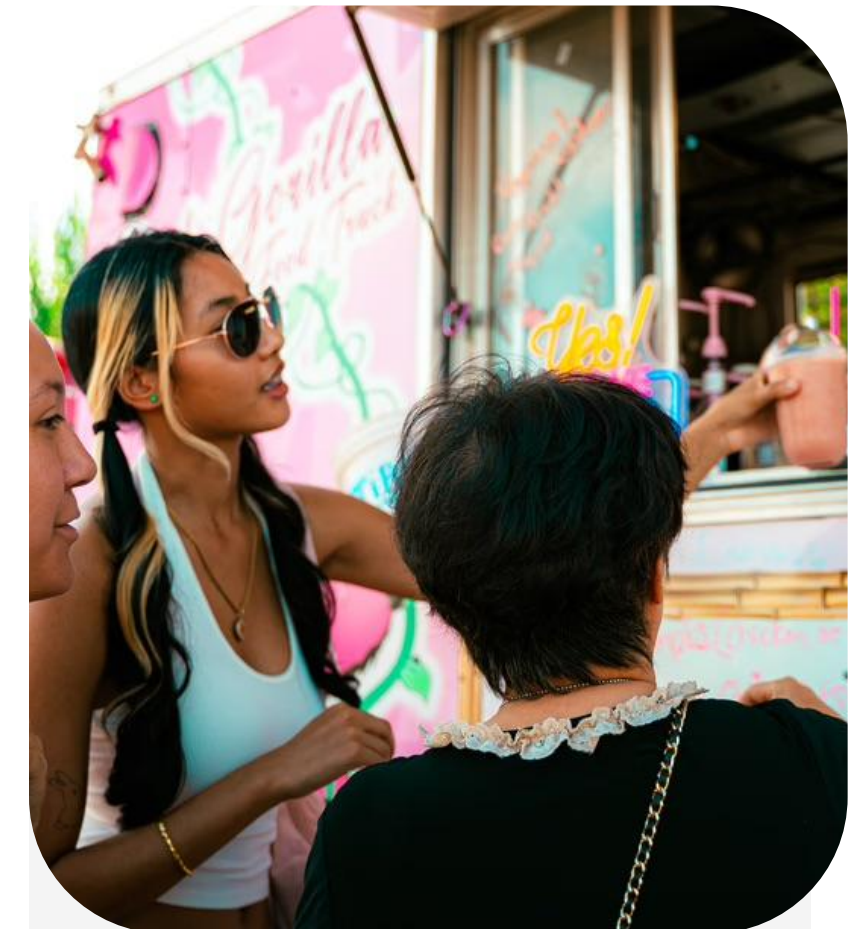
Underserved by mainstream channels, loyal to brands that show up right.

Built-In Trust

Community-founded and community-run — real credibility, not rented attention.

Proven to Convert

Past partners have seen real foot traffic and real sales.



MUZ FEST 2025

A day in the life of the festival.

3,100+ attendees



MUZ FEST 2025

We turned the skyline purple.

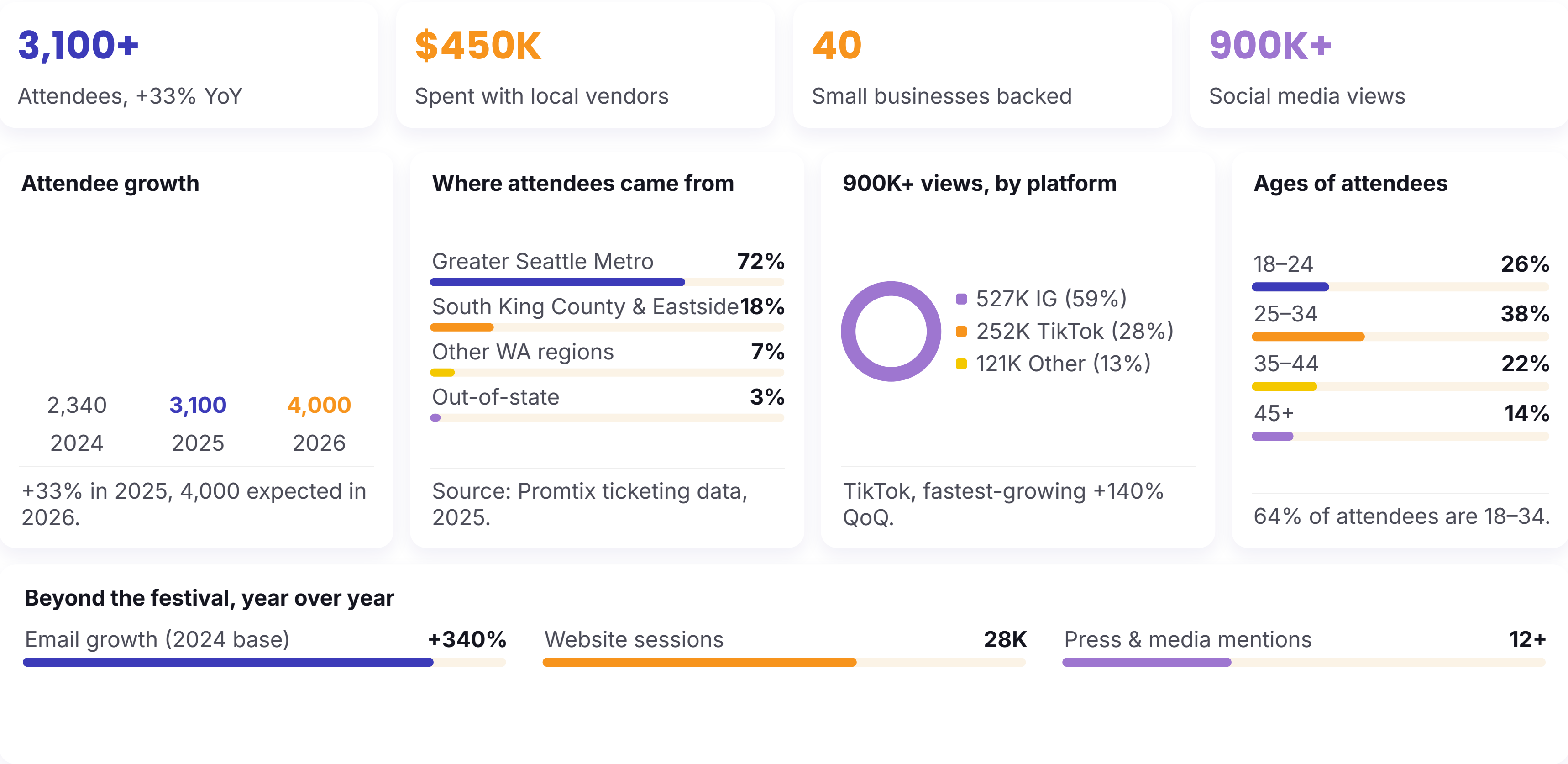


With Visit Seattle, we lit the Great Wheel, Seattle Convention Center Arch, and downtown towers in Muz Fest purple — real, earned attention across the whole city.

"Muz Fest opened my eyes to the incredible diversity of our community."

— Layla A., Repeat Attendee

We showed up. The city noticed.



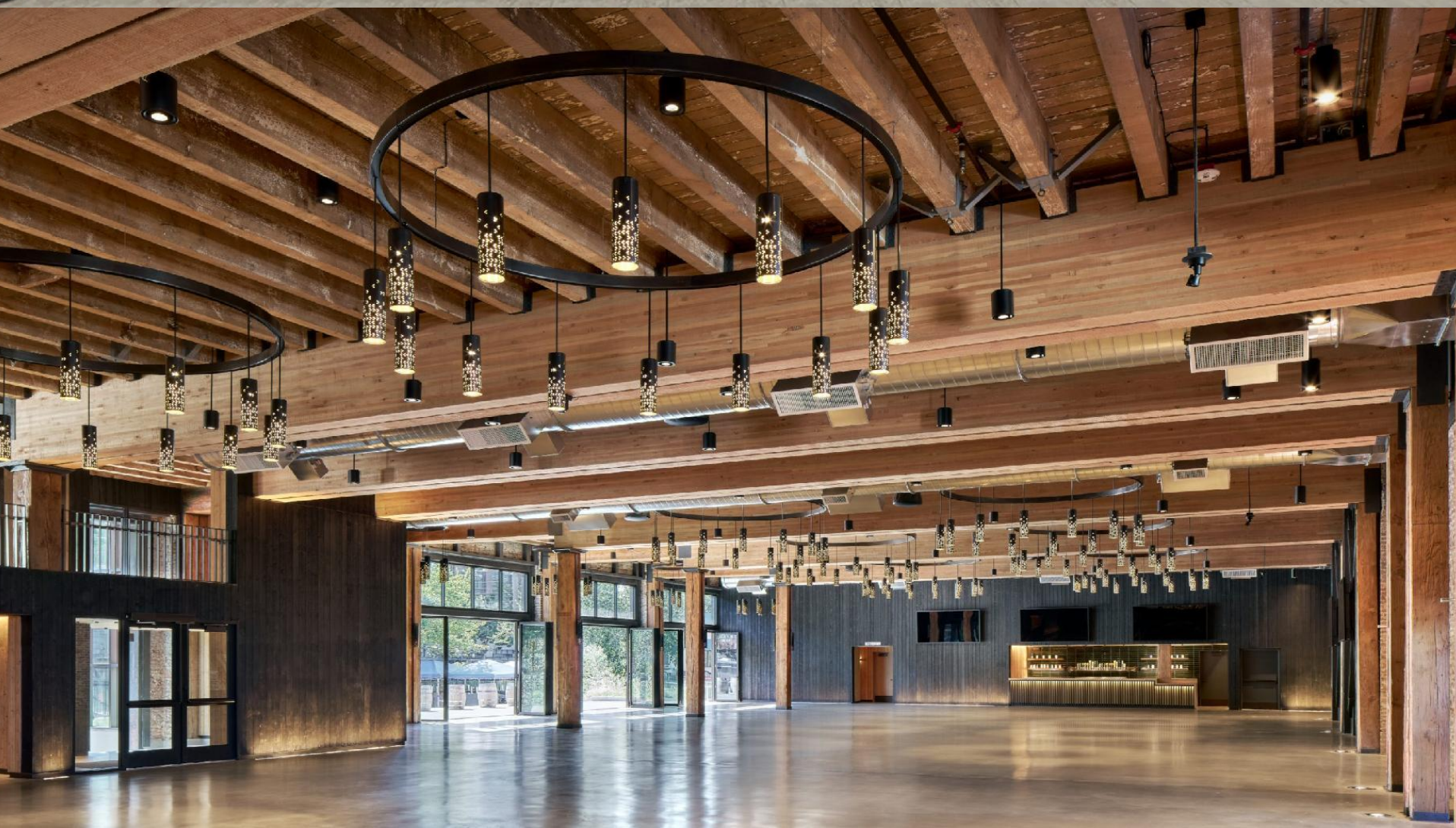


2026'S NEW HOME

Victory Hall at The Boxyard.

Exposed brick, soaring timber ceilings, fully wheelchair accessible. Your brand lives everywhere in the room.

- Main stage backdrop — the whole night, front and center
- HD screens running your logo on loop
- Entrance signage — first thing every guest sees
- Banners over the vendor marketplace



WHO YOU'D BE REACHING

The audience, verified.

78% Multicultural African, Arab, Asian, Middle Eastern, East African, South Asian & Latino.	71% Stay 3+ hours Not a walk-through crowd — here for the day.	82% Hit 5+ vendor booths They browse, they buy, they come back.	33% Post about it, unprompted Free, organic reach into their networks.
\$55K–\$95K Household income bracket	55% College students & grads UW, Seattle University, Bellevue College and beyond.	31% Young professionals Ages 24–35, working, real discretionary spend.	20–35% Year-over-year repeat attendance
Gen Z+ Brand loyalty forms early Reaching Gen Z and young professionals at the point where brand loyalty forms.	67% Interact with a sponsor activation Not just walking past — engaging directly with your brand.	48% Join giveaways or QR activities Built-in participation for trackable, attributable campaigns.	14% Families with children A multi-generational crowd, not just a single demographic.

TRUSTED BY

Brands who partnered with us in 2025.





2026, CONFIRMED

September 12, 2026. Nothing left to figure out.

- **Venue signed** — Victory Hall at The Boxyard, booked and confirmed.
- **Date locked** — September 12, 2026, no contingencies.
- **Ticketing live** — sales open now through Universe by Ticketmaster, our 2026 ticketing partner.
- **Sponsors already signing** — commitments ahead of the Sep 1 deadline.

4,000+

Attendees expected

6

Sponsor tiers, capped

365

Days of brand visibility

PROOF IT WORKS

Every past partner got a measurable result.



2,300+

Crumbl Cookie Co-Brand

Units sold in one week at Crumbl Bellevue — a Muz Fest-exclusive flavor.

Value: direct retail sales lift for a sponsor's product line.

Yr 3

Dave's Hot Chicken

"Challenge the Box" returns for a 3rd year in 2026 — it keeps sending fans to their nearest location.

Value: proven, repeatable foot-traffic driver.

#1

Qatar Airways Giveaway

Most-shared moment of the festival — a flight giveaway to Doha.

Value: outsized organic social reach for one activation.

New

Mariners Ticket Giveaway

Fans engaging with the team for the first time — a real audience handoff.

Value: net-new audience acquisition, not repeat impressions.

Multiple

Craft3 Small Business Support

Vendors actively pursuing small-business loans after one conversation on-site.

Value: qualified leads generated, not just booth traffic.

Day 1

Salaam Cola Launch

A brand-new product introduced to thousands at once — instant first-time awareness.

Value: fast market entry for an unproven product.

THE RETURN

This isn't a donation. It's a media buy that pays back.

\$40–50

Cost per 1,000 impressions

Across every tier, Entry to Title.

2,300+

Units sold, one week

Crumbl's co-brand, real retail sales.

14 days

To full reporting & handover

QR & promo codes tie back to you.

~\$12.50

Cost per in-person attendee

Leading tier (\$50K) against 4,000+ expected 2026 attendees.

Every dollar is tracked to an attendee, a lead, or a sale — not just an impression.

MUZ FEST SPONSORSHIP PACKAGES

Six Tiers, Six Screens at Victory Hall

Victory Hall runs 6 HD screens throughout the room — every package earns you a growing share of them.

1 Entry-Level

\$5,000

1 of 6 screens • 2 tickets • ~100K impressions
Program & website logo, stage recognition,
vendor booth, impact report.

2 Supporter

\$10,000

2 of 6 screens • 4 tickets • ~250K impressions

Newsletter reach 3,000+, social tag, VIP
hospitality, recap video.

3 Associate

\$25,000

3 of 6 screens • 6 tickets • ~500K impressions

Branded activation space, social + email
branding, lead handoff.

4 Leading

\$50,000

4 of 6 screens • 10 tickets • ~1M impressions
High-traffic placement, campaigns to 10,000+
contacts, volunteer day.

5 Spotlight

\$75,000

5 of 6 screens • 15 tickets • ~1.5M impressions

Main stage backdrop, dedicated activation
space, segment naming, category exclusivity.

6 Title Sponsor

\$100,000

6 of 6 screens • 20 tickets • ~2M+
impressions
Event co-branded as "Powered by [Sponsor],"
press reach 15,000+, VIP host, first right of
refusal 2027.

Only 1 Available

Muz Fest 2026 is administered through a 501(c)(3) fiscal sponsor, ensuring all contributions are tax-deductible.



THE FINE PRINT

Every dollar tracked. Every risk covered.

Sep 1

Commitment deadline

Sep 4

Brand assets due

Sep 12

Muz Fest 2026

- **Trackable ROI** — promo codes and QR capture tie every lead to your brand.
- **Fast reporting** — your full report and leads land in 14 business days.
- **Tax-deductible** — run through a registered 501(c)(3) fiscal sponsor.
- **Fully permitted** — safety and crowd plans coordinated with the city.
- **Fully insured** — general liability coverage for vendors, staff, and guests.
- **Signed agreement** — deliverables and dates locked in a simple sponsor contract.

Full media kit, W-9, and fiscal sponsor documentation available on request.



Belong. Celebrate. Remember.

Let's put your brand at the center of it.

Let's Talk →

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