





YEAR TWO SPONSORSHIP OPPORTUNITIES

# MooshFest

A Montana experience like no other · Boulder, MT · Aug 13–14, 2027

# What is MooshFest?

A grassroots Montana festival that brings people together through music, creativity and curiosity.

Two days · Aug 13–14, 2027
Boulder, Montana · Jefferson County Fairgrounds

### Live music

Acts from across the country, alongside Montana's own talent

### Art and wonder

Visual art, immersive installations, and wellness and healing experiences

### All ages

Independently produced and fun for the whole family

# What we started together

**800+**
Attendees in year one

**20**
Artists across two stages

**50+**
Volunteers

**30**
Local vendors







# More than a weekend of music



## UFO talks

Talks and conversations about the unexplained.



## Interactive art

Art you can step into and play with.




## Fun and games

Cardboard crafting, sword fights, yard games, a carousel and more.



## Cosmic community

Costumes, dancing and neighbors of every kind, human or otherwise.



Independent Record

East beats West in 2nd annual Montana High School All-Star Baseball Game

NorthWestern Energy replacing natural gas pipeline north of Helena

WHERE YOUR STORY LIVES

Tuesday, August 18, 2026

JEFFERSON COUNTY FAIRGROUNDS

THE MOTHERSHIP LANDS IN BOULDER

SONNY TAPIA, INDEPENDENT RECORD

A scene from the Ty Walker and the Humanoids set at MooshFest on Aug. 15 at the Jefferson County Fairgrounds.

1st-ever MooshFest descends on community, bringing close encounters of the humankind

SONNY TAPIA
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BOULDER – Intergalactic cowboys, space travelers, extraterrestrials and "mooshers" experienced an ethereal calling to the stars over the weekend in Boulder for the first-ever MooshFest.

The Jefferson County Fairgrounds was filled Friday and Saturday with sequin tops, silver pants, tinfoil hats and much more as music rang through the air and those beyond our galaxy were recognized.

Attendees visited vendors selling shirts, bags, jewelry and much more from across Montana and had their pick of food options from multiple food trucks.

Those included Mafia Pizza, That Taco Guy, Montago Coffee, and more.

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MooshFest

From A1

Smaller events surrounding the live music allowed participants to mingle, including cosmic bingo and an alien safari where children could grab a Nerf gun and take aim at cardboard cutouts of different alien animal species.

The intergalactic meeting of bands began Friday with Bart Budwig, Stonefruit, The Beagles and Celebrity Telethon, with Portland-based Blitzen Trapper headlining.

Saturday's lineup included Pork Fever, Bad Quitters, Junior, Garrett T. Capps and more. The second and final day's headlining act brought the aliens to the stage with a performance from Ty Walker and the Humanoids.

Other events included a keynote speaker event hosted by Joan Bird, a community educator and author of books regarding extraterrestrial life beyond our planet, solar system and galaxy.

Bird discussed her experiences seeing possible signs of life beyond the human form in the sky and her journey to moving past the idea that there was a simplistic, rational and human reason behind supernatural sightings.

Despite the rain, attendees and performers endured, offering Montanans a look into a new form of local music festival – one with starry-eyed performances and an alien persona.

SONNY TAPIA PHOTOS, INDEPENDENT RECORD

A scene from the first MooshFest at the Jefferson County Fairgrounds on Aug. 15.

People are seen through 3D glasses inside an art exhibit at MooshFest at the Jefferson County Fairgrounds on Aug. 15.

From left, Julius Ostby, April Dawn and Cathryn Raan work on chakras at the Jefferson County Fairgrounds on Aug. 15 during MooshFest.

Katele Jacobsen of The Hive Aerial Co-Op performs as music is played at the Jefferson County Fairgrounds on Aug. 15 at MooshFest.

cedure from ... that resulted in them being thrown off the general election ballot. They were joined as plaintiffs by Ted Kronebusch,

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'Something OTHERWORLDLY'

MooshFest – an intergalactic 'cosmic country' festival – coming to Boulder

LACEY MIDDLESTEAD
For the Independent Record

The jagged silhouettes of the Elkhorns tower around you like ancient witnesses to all that came before and all that remains.

Stars – vaster than sand on the seashore – sprinkle across the darkening summer sky.

The land, the sky, the silence, the scale: Montana is a place where cosmic contemplation and curiosity is unavoidable.

This August, step into a living threshold between Earth and the universe beyond at a summer festival that is out of this world – MooshFest. Held at the Jefferson County Fairgrounds on Friday, Aug. 14, and Saturday, Aug. 15, the two-day festival will blend live music, immersive art, mind-expanding experiences and alien-human connections to create an experience overflowing with wonderment and imagination.

"The universe is huge ... the possibilities are huge ... and human potential is huge," said Ryan Rebo, the festival director and musician behind MooshFest. "We're hoping that people will look beyond what's right in front of them and bring something otherworldly to them."

MooshFest, the creative concoction of Rebo, is the continuation of a creative journey he started years earlier.

Originally from Seattle, Rebo developed a love for music from an early age.

"We had a guitar from Costco back when I was young and I would always just kind of strum it as a kid," said Rebo.

Once his dad taught him to play a few actual chords, he was hooked and there was no going back.

"I was like, 'Oh, this is cool; you can create songs,'" recalled Rebo.

Throughout high school and his early 20s, Rebo continued to dabble in music, playing in various bands. Eventually, he paired his musical fascination with another curiosity – aliens.

"I used to draw little comics of other worlds that were from other galaxies and things," shared Rebo. "I've just always been fascinated – not just of aliens – but cosmic themes, the universe, and what's out there."

One day while driving through an open field on his way to Wyoming with his wife, an idea struck Rebo.

"I said, 'You know what would be cool is if there was a band where the concept is there's a guy from this part of the world – kind of the middle of nowhere – and he gets abducted by aliens,'" said Rebo. "They force him to play in a country band because they're trying to connect with humanity and they realize the best way to do that is through music."

As soon as the words left his mouth, he realized it sounded a bit strange. His wife, however, was immediately intrigued and encouraged him to pursue it.

"It was just kind of born right there," said Rebo.

As soon as he hit Wyoming, Rebo started reaching out to musician friends, and before long, the band Ty Walker and the Humanoids was born.

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PHOTO PROVIDED BY TY WALKER AND THE HUMANOIDS

Ty Walker and the Humanoids will perform at MooshFest, an intergalactic "cosmic country" festival at the Jefferson County Fairgrounds, on Saturday, Aug. 15.

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Mooshfest

From A9

Formed with humanoid extraterrestrials Clork, Gary, Thumper, Glaxxak and Silver Lining (they have other, less-interesting human names that they choose not to disclose) their goal is to connect the earthly dimension to the great Moosh, a galactic energy that binds the universe together. The full story can be found on the MooshFest website.

"It's very costume heavy ... very theatrical," explained Rebo.

Playing an eclectic blend of "cosmic country" music sometimes compared to The Flaming Lips and Gram Parsons, the band released its debut album in 2022. In the years since, they have toured the United States, from Seattle and Portland to Nashville and Chicago.

The upcoming MooshFest has been a long time in the making and is grounded in the lore of Ty Walker and the Humanoids.

"It's funny because we've been thinking about doing a festival pretty much since the band started," admitted Rebo.

"Because we were trying to create this world, we always thought if we did a festival we could spend more time, more intention creating that world," said Rebo. "Instead of being in a small club where maybe 300 people could fit, we could do it in a big open field and invite people to create intergalactic art installations and invite multimedia artists."

Roughly a year ago, Rebo and his team began planning MooshFest and set a self-imposed deadline of late August to find a venue. On the last day before their deadline, a friend recommended the Jefferson County Fairgrounds. Rebo drove from Helena and knew almost immediately that they'd found their place.

"It really just happened sort of naturally, but it happened very last-minute," said Rebo.

With the dream venue secured, Rebo has spent the past year working hard to craft a one-of-a-kind event for Montana audiences.

"For the first year, I'm pretty proud of who we've gotten involved with this," said Rebo.

Spread across the 20 acres of the fairgrounds property, there will be something for everyone.

In addition to Ty Walker and the Humanoids will be 20 additional bands performing – both from Montana and as far away as California, Texas and Colorado. Headlining Friday night is Blitzen Trapper, a Portland, Oregon-based experimental country/folk/rock band. There will also be Susan Dietrich, known as The Space Lady, a singer and musician in the genres of space music, synth pop and psychedelic pop.

"She's an underground legend," said Rebo of The Space Lady. "She started in the 1960s in San Francisco as a street musician and has built a massive cult following around the world."

Attendees can participate in several different healing arts activities including yoga, guided sound bath meditation, and a frequency burn where you can pop on a pair of headphones and drift away to frequency-based music meant to calm your nervous system.

There will be a makers' market featuring more than 25 vendors from around Montana and beyond. From clothing and vintage resellers to jewelry designers, painters and printmakers, there will be a little bit of everything.

"It's just a bunch of talented people," said Rebo.

In trying to ignite people's curiosity, there will be interactive cosmic art installations scattered about, and the featured speaker at the event is Joan Bird, Montana-based author and UFO investigator, who will share accounts of historical unexplained events in the state.

Designed to be a family-friendly festival, Rebo stressed that there will also be several fun activities for kids to participate in, from alien face painting and cardboard camp to craft stations where kids can make tin hats, costumes and mini-UFOs.

"We wanted to ... elements that ... creativity," said ...

And in between ... activities, attendees ... at one of the ... vendors before ... night at a camp ... to stay on the ... a full weekend ... Rooted in ... munity, can ... encounters, ... kind of trans... you didn't ... your life.

"This is a ... pose," said ... that peopl... break from ... ern life."

"There' ... trying to ... a little b... what's o...

Lacey M... College ... freelanc... the ind... regions... marke... lacey...

PHOTO PROVIDED BY TY WALKER AND THE HUMANOIDS

Ty Walker and the Humanoids

COURTESY PHOTO

Blitzen Trapper

SONNY TAPIA, INDEPENDENT RECORD

"Thumper," of Ty Walker and The Humanoids, center, speaks with an attendee at the Last Chance Street Dance in Helena on July 8.

If you go •••

WHAT: MooshFest

WHEN: Friday, Aug. 14, and Saturday, Aug. 15. Gates open at 11 a.m. on Friday and 8 a.m. on Saturday.

WHERE: Jefferson County Fairgrounds, Boulder, Montana

COST: Passes range in price from $95 for single-day access to $180 for the whole weekend. Camping passes are $25 per night. Tickets and camping passes are available at mooshfest.com. Kids 12 years old and younger are free.

CONTACT: Email howdy@mooshfest.com

INFO: Visit MooshFest.com or find them on Facebook and Instagram at @mooshfestofficial



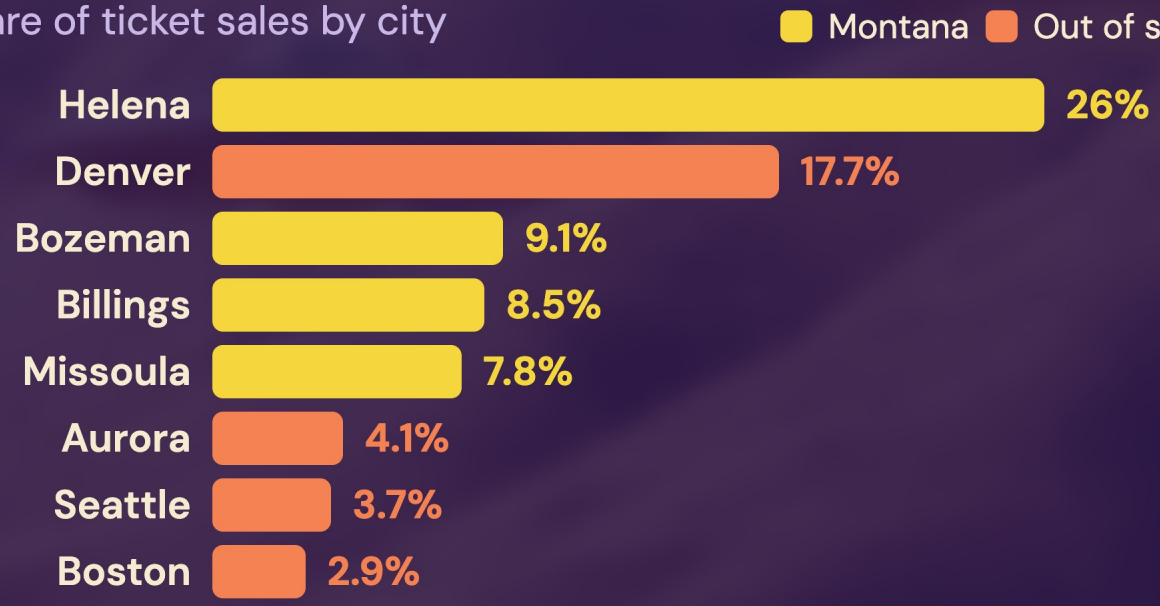
"This restored my faith in humanity," Dietrich (The Space Lady) said to The Monitor after her set. "I think people are pretty hungry for something new, interesting, and nourishing."
-JC Monitor Article

## What's the buzz?

MooshFest's first year earned front-page articles from the Helena Independent Record, The Billings Gazette, The Missoulian and The JC Monitor, and was shared across hundreds of social media accounts.

# Folks make the trek to MooshFest

Share of ticket sales by city




**~40%** of ticket sales come from outside Montana

**27** cities in our ticket sales data

**6** countries, from Canada to Australia

Source: Humanitix, our ticketing platform, sales by city. Shares are of sales across the listed cities.

# Thoughtfully curated. Full of surprises.

**The music.** Every act is chosen to spark curiosity and wonder.

**The setting.** A place where ranchers, hippies, music lovers and families share Montana's big sky.

**The surprises.** Amazing costumes, visiting extraterrestrials, otherworldly art, and a few ideas that might expand your mind.



# Building on year one

Aug 13–14, 2027 · Boulder, Montana

## Returning

- World-class lineup
- Mind-expanding talks
- Eclectic vendors (Moosh Market)
- A feast of food carts
- Expansive kids area

## Improving

- Expanded camping for RVs and campers
- Improved property layout and flow
- More art installations

## Working toward

- Stronger outreach and marketing
- Growing attendance by 50% or more
- More aliens, more costumes, more *wow!*

# Why partner with MooshFest?

### Reach engaged festivalgoers

A thoughtful, engaged, multi-regional audience in a relaxed, memorable setting.

### Show local commitment

Stand beside an independent event rooted in Montana.

### Host your people

Bring employees or customers to a weekend they will talk about.

### Sustain something distinct

Your support helps keep a one-of-a-kind festival going and growing.

# Pick your orbit. Join the mission.

| | |
|---|---|
| **Friends of the Moosh**<br>Any amount | Perks customized to you. Custom and in-kind partnerships welcome. |
| **Signal Supporter**<br>$500+ | Name on website and onsite Sponsor Signal Board, tagged social thank-you, 1+ weekend passes |
| **Orbital Ally**<br>$1,500+ | Logo on website and Signal Board, stage mentions, sticker/merch/sample option, tagged social thank-you, 5+ passes |
| **Portal Premier Patron**<br>$5,000+ | Premier logo on website, posters and signage, main-stage mentions, large banner, vendor/activation space, 6+ passes and camping, option to sponsor a featured experience, early access to future partnerships |

# Help make the magic happen.

- [x] **Let's talk!**
  Email Ryan and/or Josh at howdy@mooshfest.com
  mooshfest.com · @mooshfestofficial