



2022 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP

- Presenting sponsorship of Bluesberry Festival 2022 (co-branded)
 - "Bluesberry Festival presented by *Sponsor Name*"
- A 20'x20' white tent with sponsor-branded signage in a prominent area at the festival for sponsor to use as a hospitality area for clients, friends, prospective clients, etc.
 - Tent, 6 high tables and linens, tent lighting and branded signage would be provided by Bluesberry Festival; additional seating, activities, etc. would be the responsibility of sponsor
- Opportunity for sponsor to address the audience from the main music stage in between musical acts (at least 1 appearance)
- A dedicated 60-second radio ad on the Lake 94.7 promoting sponsor (\$3,000 Value)
 - To run 3 months daily around noon (M-F) with teasers in the morning
- A 2-page advertorial on sponsor in an upcoming issue of *EDGE of the Lake* magazine (\$3,500 Value)
- Recognition for sponsor in social media posts
- Verbal recognition for sponsor in earned media interviews (radio, TV, etc.)
- Recognition for sponsor in the festival's advertising (radio, TV, print, etc.)
- Logo on all general admission festival wristbands
- Logo on sponsor recognition signage throughout the festival
- Logo prominently featured on Bluesberry Festival Eventbrite online ticket outlet
- Prominent sponsor recognition throughout the Bluesberry Festival website
- Opportunity to give away branded promotional items at the festival
- Logo recognition on festival marketing poster
- Invitations to VIP festival poster reveal party in August
- 8 VIP tickets to the festival (food, drinks and covered VIP seating included)
- 40 general admission tickets to the festival
- 12 sponsor area passes

\$10,000





2022 SPONSORSHIP OPPORTUNITIES

MAIN MUSIC STAGE SPONSORSHIP

- Exclusive sponsorship of the main music stage at Bluesberry Festival
- Sponsor's name prominently displayed across the top of the main music stage ("*Sponsor Name* Stage")
- Opportunity for sponsor to address the audience from the main music stage (at least 1 appearance)
- Logo on sponsor recognition signage throughout the festival
- Logo recognition on the Bluesberry Festival website (Lineup page and sponsor listing)
- Logo recognition on festival marketing poster
- Opportunity to give away branded promotional items at the festival
- Recognition for sponsor in social media posts
- Verbal recognition for sponsor in media interviews when the stage is referenced ("Performing on the *Sponsor Name* Stage...")
- Invitations to VIP festival poster reveal party in August
- 4 VIP tickets to the festival (food, drinks and covered VIP seating included)
- 30 general admission tickets to the festival
- 8 sponsor area passes

\$6,000





2022 SPONSORSHIP OPPORTUNITIES

PAVILION STAGE SPONSORSHIP

- Co-sponsorship of a small music stage (with Ozone Songwriters Festival) inside the park pavilion (near food truck alley), which will feature several musicians from the Ozone Songwriters Festival playing in between the main stage acts
- Sponsor's name prominently displayed at the pavilion stage ("*The Ozone/Sponsor Name Pavilion Stage*")
- Opportunity for sponsor to address the audience from the pavilion stage (at least 1 appearance)
- Logo on sponsor recognition signage throughout the festival
- Logo recognition on the Bluesberry Festival website (Lineup page and sponsor listing)
- Logo recognition on festival marketing poster
- Opportunity to give away branded promotional items from the pavilion stage area
- Recognition for sponsor in press materials and social media posts
- Verbal recognition for sponsor in media interviews when the stage is referenced ("*Performing on the Ozone/Sponsor Name Pavilion Stage...*")
- Invitations to VIP festival poster reveal party in August
- 2 VIP tickets to the festival (food, drinks and covered VIP seating included)
- 12 general admission tickets to the festival
- 6 sponsor area passes

\$3,500





2022 SPONSORSHIP OPPORTUNITIES

PAVILION SPONSORSHIP

- Sponsorship of the park pavilion, which will house a beverage bar, the pavilion music stage, and seating for guests to relax and get out of the sun
- Sponsor's name prominently displayed at the pavilion entrance ("*Sponsor Name Pavilion*")
- Opportunity for sponsor to set up a table/networking area inside of the pavilion to interact with event patrons
- Logo on sponsor recognition signage throughout the festival
- Logo recognition on the Bluesberry Festival website
- Logo recognition on festival marketing poster
- Opportunity to give away branded promotional items inside of the pavilion
- Recognition for sponsor in social media posts
- Invitations to VIP festival poster reveal party in August
- 2 VIP tickets to the festival (food, drinks and covered VIP seating included)
- 12 general admission tickets to the festival
- 6 sponsor area passes

\$3,500





2022 SPONSORSHIP OPPORTUNITIES

BAND SPONSORSHIPS

EVENING BANDS (2)

- Exclusive sponsorship of one of the two evening bands, Band of Heathens (5:30PM) or Samantha Fish (7:30PM)
- Logo recognition on signage displayed on stage during the band's performance (Example: "Samantha Fish presented by *Sponsor*")
- Logo recognition on festival marketing poster
- Logo recognition on festival website
- Logo recognition on dedicated social media posts
- Logo recognition on sponsor signage at festival
- 10 general admission tickets to the festival
- 6 sponsor area passes

\$2,500

AFTERNOON BANDS (3)

- Exclusive sponsorship of one of the afternoon bands featured at the festival
 - Jake Gunter (12:30PM), JJ Mugler (2PM) or Jonathan Long (3:30PM)
- Logo recognition on signage displayed on stage during the band's performance (Example: "Jonathan Long presented by *Sponsor*")
- Logo recognition on festival website
- Logo recognition on dedicated social media posts
- Logo recognition on sponsor signage at festival
- 8 general admission tickets to the festival
- 4 sponsor area passes

\$2,000



All band sponsorships include invitations to the VIP festival poster reveal & sponsor party in August.



2022 SPONSORSHIP OPPORTUNITIES

BLUESBERRY PARTNER

- Name recognition on festival website
- A social media shout out
- Name recognition on sponsor signage at festival
- 25 general admission tickets to the festival
- 1 festival T-shirt and poster

\$1000

FRIENDS OF THE FESTIVAL

- Name recognition on festival website
- Name recognition on sponsor signage at festival
- 10 general admission tickets to the festival
- 1 festival poster

\$500

To inquire about sponsorship availability, or to explore a customized sponsorship opportunity, please email bluesberryfest@gmail.com or call 985-373-5271.