

Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days

2008 Sponsorships

This is your opportunity to share in the success of Bean Blossom Bluegrass by becoming a sponsor of the *34th Annual Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival September 24-27, 2008*. Never before has Bluegrass music enjoyed the popularity it does today following the success of such popular movies as "O Brother, Where Art Thou?" and "Songcatcher," along with their soundtrack albums. The "O Brother" soundtrack, for example, has sold more than six million copies and spent weeks at the top of the country album charts. And the legendary Dr. Ralph Stanley, *appearing twice a year at the historical Bill Monroe Music Park & Campground*, also earned him a Grammy in 2004 for Country Male Vocalist of the Year, for his contributions to "O Brother" and for his hit song *Man of Constant Sorrow*. With more than one-fifth of American adults now attending festivals while on vacation and music festivals the most popular choice, the timing has never been better. Almost three-quarters (73%) of the *2007 Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* attendees came from more than 50 miles away. By taking advantage of Bean Blossom sponsorships, you can gain enormous reach and exposure.

Thanks in part to the support provided by our sponsors, the annual Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival has continued to evolve, grow, and improve since 1974. It is considered to be one of *the oldest bluegrass festivals in the world!*

Available Sponsorship Opportunities at the 34th Annual Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival

The following consists of a preliminary list of those *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* sponsorships available since October 1, 2007. As we proceed with renewal of our existing sponsors, one or two additional properties may become available. We have a value laden sponsorship for every promotional budget and strategy. The event delivers the audience every year. Our job consists of assisting sponsors in finding the most effective means of reaching this audience. Bean Blossom Bluegrass proves a diverse, multifaceted operation. Sponsorship opportunities range from sponsoring stages to raffles. As such we do

not offer cookie-cutter sponsorships, instead putting together custom tailored packages that serve the needs of both the sponsors and the festival. The *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* is a proven winner among the world's musical events, and we are committed to making sponsorship a win-win proposition for all involved. The following list suggests what is available but rest assured that we are willing to work with you in developing the perfect match for your marketing and brand development goals.

Major Sponsorships Available

These provide premium recognition and reward including a logo on the festival entrance banner, listing in the official festival brochure, and a logo with link on the home page of the official Bill Monroe's Bean Blossom website.

Presenting Sponsor

The crown jewel of *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* sponsorships makes your firm synonymous with Bill Monroe and Bean Blossom. The presenting sponsorship for the *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* delivers far more than its \$10,000 annual fee and thus requires a three-year minimum commitment made no later than December 1st. With the *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* presenting sponsorship the name of the festival becomes "Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival, presented by your company." Your company's logo will appear on the official festival brochure, distributed to some 100,000 households. Your business' logo will appear as part of a "presented by" credit in all festival ads placed after an agreement is reached. Your firm receives "presented by" signage at all performance venues, including on the sound tower scaffolding. Your company's logo will appear on the festival entrance display, the Bean Blossom Bluegrass Gift shop display facing the Main Stage audience, and on a special welcoming banner at the entrance of the music park. Your business obtains special recognition and promotion on the official festival web site. Your company receives four assigned seats at the Main Stage. Your business receives (4) all-access credentials, and either (15) 4-Day general admission tickets, and 20 single day general admission tickets. Your company receives category exclusivity. Your business receives special recognition with logo in the festival program and pocket schedule. Your company receives emcee announcements at the Main Stage and other venues. Your firm receives a full page ad in the festival program.

Sound Sponsor

The *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* enjoys a well deserved reputation for some of the best sound in the business. Since Eddie Adcock announced his retirement in 2006 from doing sound, his son Dennis Adcock and Eddie's right-hand man, Mike Brantley, are continuing the tradition of great sound at Bean Blossom with *A-B Audio*. Nothing works better than associating yourself with a winner, and that's just what this \$2,500 sponsorship offers. Your banner will appear on the

sound tower(s) at the Main and Workshop stages, with additional signage also appearing in the festival amphitheater. Plus you'll gain four backstage festival passes, logo with hypertext link on the official festival web site, and a full page ad in the festival program.

Artist Workshop Stage Sponsor

Every year festival participants look forward to the *free* workshops performed by the artists they love. This unique, up close and personal approach to learning with their favorite artists is what makes bluegrass appealing. This \$3,500 sponsorship provides naming rights to the Workshop Stage and a banner facing the Workshop Stage audience. Your company also receives emcee announcements at the Main Stage and Workshop Stage; four festival passes, logo with hypertext link on the official festival web site, and a full page ad in the festival program.

Program Book Sponsor

You can't make a much better or more lasting impression than by sponsoring the official *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival Program Book*, distributed free to ticket buyers. Over 25 pages with 3,500 copies distributed, the program provides a souvenir keep sake with articles about Bill Monroe, the festival and profiles and photos of all the acts appearing. This \$3,000 sponsorship provides table of contents page logo and sponsorship credit in the program, a banner facing the Main Stage audience, four festival passes, logo with hypertext link on the official festival web site, and a full page ad in the festival program.

Advance Ticket Sponsor for 2008

Put your business name in the hands of enthusiastic festival participants that can't wait to attend the *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival*. Only \$1,500 brings you the Advance Ticket sponsorship with a sponsor credit on each advance ticket purchase, four festival passes, logo with hypertext link on the official festival web site, and a full page ad in the festival program. This marketing opportunity requires a commitment by December 1, 2007.

Wrist Bands Sponsor for 2008

Wrap your name around the wrists of Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival participants and you'll have a captive audience. Only \$2,500 brings you the Wrist Band sponsorship with a sponsor credit on each general admission wrist band, four festival passes, logo with hypertext link on the official festival web site, and a full page ad in the festival program. This in-your-face marketing opportunity requires a commitment by December 1, 2006.

Bean Blossom Shuttle Sponsor

Thousands of Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival participants depend on the Bean Blossom shuttle to travel throughout the Music Park & Campground. Over eight days, the shuttle goes through massive amounts of man power and fuel while providing the service of taking participants around the 55-acre park. You can do well while doing good by committing to this \$1,500 sponsorship, which offers signage on each shuttle, two festival passes, logo with hypertext link on the home page of the official festival web site, and a full page ad in the festival program.

Concession/Vendor Row Sponsor

In 2008 signage will be available at the main entrance to concession and vendor row where they offered many types of music related and festival products including all delicious foods to eat. \$2,500 would make your company sponsor of the Concession/Vendor Row with signage in that heavily trafficked area, four festival passes, logo with hypertext link on the official festival web site, and a full page ad in the festival program.

Other 2008 Festival Sponsorship Opportunities

Bean Blossom Bluegrass Gift Shop Sponsor

The gift shop offers a variety of official Bean Blossom, Bill Monroe, and Bluegrass Festival logo merchandise and memorabilia of the highest quality. Much bigger in 2007, the Gift Shop offered an expanded product line and improved layout. For \$3,000 your firm can become sponsor of the Bean Blossom Bluegrass Gift Shop including signage at the Gift Shop, four festival passes, logo with hypertext link on the official festival web site, and a half page ad in the festival program.

Media Sponsorships

Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival media sponsorships provide for the exchange of advertising placements in return for sponsorship credit and benefits.

Services Sponsorships

In certain cases the *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* exchanges sponsorship credits and benefits for in-kind services. Benefits are indexed to the value of the service provided.

OTHER SPONSOR BENEFITS

- ◆ Only sponsors may place advertising in the official *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* program book.
- ◆ Special promotions on the heavily trafficked www.beanblossom.com web site can be arranged for negotiable increases in sponsorship fees.

- ◆ Sponsors at the \$2,500 level and above are defined as “major sponsors” and are included on the home page of the official festival web site and on the entrance display for the festival.
- ◆ Sponsors at the \$1,500 level & above are listed in the *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* brochure if the commitment is received by December 1.
- ◆ Stage sponsors may obtain a small product display (no sales) table & tent near the stage sponsored for an additional \$750.
- ◆ In certain cases product category exclusivity can be negotiated for an additional annual fee of at least \$750.
- ◆ Sponsors may obtain a limited number of additional full sponsor credentials at special rate. Sponsors may also obtain a limited number of additional 4-Day festival passes (no special access) at a special rate.
- ◆ Sponsor hospitality tents can be arranged for an additional, negotiable sponsor fee.

To become a *Bill Monroe Bluegrass Hall of Fame & Uncle Pen Days Festival* sponsor please contact:

Gaby Zimmerman *Partnership & Marketing*
Bean Blossom Bluegrass, 5163 SR 135 N, Morgantown, IN 46160
Ph: 812-988-6422 Fax: 812-988-1203; gaby@beanblossom.com