



WHY SHOULD YOUR COMPANY BECOME A SPONSOR OF THE HERITAGE MUSIC BLUESFEST ?

- The Twentieth Heritage Music BluesFest is building strong momentum for 2021. The Heritage Music BluesFest has, achieved national recognition and has become one of Blues Industry's premiere destination events. Blues Revue named the Heritage Music BluesFest "One of the Best Blues Festivals In America"
- During the 2009 festival the City of Wheeling and the State of West Virginia proclaimed the BluesFest and Bruce Wheeler as an "Outstanding West Virginian" for the contributions to the local economy achieved by the festival.
- In 2010 the Heritage Music BluesFest was awarded the prestigious "Keeping the Blues Alive" award from the Blues Foundation.
- To deliver sponsor and Heritage Music BluesFest messages, the 2020 BluesFest will have television, radio and print advertising, as well as our increasingly popular Heritage Music BluesFest web site, FaceBook page, official programs, brochures, flyers, banners, direct mail and extensive signage. Among a target audience sharing the following demographics:
 - Two of every three attendees are between the ages of 25 and 60
 - Median household income level of most attendees is more than \$30,000 per year, over \$50,000 for some 48% of attendees.
 - Almost 46% of attendees have job titles reflecting decision-making power for their companies, with one in four attendees making major purchase decisions for his or her employer.
 - Attendees are likely to plan for major expenditures and to be brand loyal.

Please review **YOUR COMPANY's** objectives against the different sponsor packages and select the package which makes the most sense for you, or, we would be glad to work with you to tailor a special package that meets your particular needs.

Our audience is from 22 states and 4 countries



Featured 2020 BluesFest MainStage Artists



Walter Trout



Coco Montoya



Ronnie Baker Brooks



Ronnie Earl

2021 Main Stage LineUp

FRI 7

**Davy Knowles
Carolyn Wonderland
Coco Montoya
Ronnie Baker Brooks
Encore Tribute to
Albert Collins**

SAT 8

**HeSoulful Femme
Nick Schnebelen
Gumbo Grits &
Gravy
Indigenous
Hannah Wicklund
Jason Ricci
Ronnie Earl and the
Broadcasters**

SUN 9

**HOROJO Trio
Blues Caravan
JP Soars' Gypsy
Blues Revue
Ana Popovic
Bobby Rush**

Heritage Music BluesFest Title Sponsor - \$10,000 +

Achieve unparalleled exposure and value for **YOUR COMPANY** through Title Sponsorship of the Heritage Music BluesFest. Grab the attention of a desirable target audience with many favorable impressions. Demonstrate **YOUR COMPANY's** significant commitment to community service and preservation of America's unique musical heritage. Receive top billing across the board in all media, in all mentions.

The benefits afforded to **YOUR COMPANY** as Title Sponsor of the Heritage Music BluesFest include:

- * **YOUR COMPANY's** name (corporate identity or product brand) will become the lead part of the Heritage Music BluesFest name.... as in "The **YOUR COMPANY** Heritage Music BluesFest."
- * Full inclusion in primary position in all paid and trade television, radio and print advertising and promotional pieces, press releases, indoor event signage and public service announcements.
- * Continuous listings and press coverage in print, radio and television and on Internet web sites.
- * Top billing mentions during emceed breaks and intros.
- * License to use Heritage Music BluesFest name and marks in **YOUR COMPANY's** promotional activities, subject to Heritage Music BluesFest review.
- * Product exclusivity for all indoor and outdoor events (subject to venue limitations).
- * First choice vendor, display or hospitality tent placement (tent at Heritage Music BluesFest's expense) with product exclusivity with right to sell, use or display products (within BluesFest guidelines)
- * Paramount Main Stage banner placement.
- * Full Color Back Cover advertisement in the official Heritage Music BluesFest program.
- * Lead appearances in Heritage Music BluesFest program brochures, posters and flyers.
- * Lead appearance on the Heritage Music BluesFest web site for a full year, with linking.
- * First option to be involved in video and audio recording projects.
- * Right of first refusal to sponsor Independent Events (subject to pre-existing contracts).

* Entertainment package to reward employees, customers and others, including full event tickets, posters and Heritage Music BluesFest merchandise items (t-shirts, hats, pins, etc.).

Heritage Music BluesFest Presenting Sponsor - \$ 5,000 +

Each opportunity to announce and credit the Heritage Music BluesFest will be followed immediately by a phrase such as " Presented by **YOUR COMPANY** " showing YOUR COMPANY's strong commitment to American music and culture.

The benefits afforded to **YOUR COMPANY** as Presenting Sponsor of the Heritage Music BluesFest will include:

- * Full inclusion in secondary position in all paid and trade television, radio and print advertising and promotional pieces, press releases, indoor event signage and public service announcements.
- * Continuous listings and press coverage in print, radio and television and on Internet web sites during Heritage Music BluesFest season.
- * Prominent mentions during emceed breaks and intros.
- * Preferred vendor, display or hospitality tent placement (tent at Heritage Music BluesFest's expense) and product exclusivity with right to sell, use or display products (Within Heritage Music BluesFest guidelines)
- * Preferred stage wings banner placement at outdoor site.
- * Full Color Full Page advertisement in the official Heritage Music BluesFest program.
- * Second most prominent size appearances in Heritage Music BluesFest program brochures, posters and flyers.
- * Second most prominent size appearance on the Heritage Music BluesFest web site, with linking (other partnerships are open to discussion).
- * Entertainment package to reward employees, customers and others, including full event tickets, posters and Heritage Music BluesFest merchandise items (t-shirts, hats, pins, etc.).

Heritage Music BluesFest Official Sponsor - \$3,000 +

The benefits afforded to **YOUR COMPANY** as an Official Sponsor
Of the Heritage Music BluesFest will include:

- * Logo inclusion in all print advertising and promotional pieces.
- * Onstage mentions during emceed breaks and intros at outdoor and indoor sites.
- * Vendor or display or hospitality tent placement rights with right to sell, use or display products (within Heritage Music BluesFest guidelines).
- * Banner placement on stage wings at outdoor site.
- * Full color half page advertisement in the official Heritage Music BluesFest program.
- * Appearance on the Heritage Music BluesFest web site, with links.
 - Entertainment package to reward employees, customers and others, including full event tickets, posters and Heritage Music BluesFest merchandise items (t-shirts, hats, pins, etc.).

Heritage Music BluesFest Supporting Sponsor - \$1,000 +

The benefits afforded to Community Sponsors
Of the Heritage Music BluesFest will include:

- * Banner placement on site.
- * Full color quarter page advertisement in the official Heritage Music BluesFest program.
- * Appearance on the Heritage Music BluesFest web site, with links.
- * Entertainment package to reward employees, customers and others, including full event tickets, posters and Heritage Music BluesFest merchandise items (t-shirts, hats, pins, etc.).

Heritage Music BluesFest Community Sponsor - \$500 +

The benefits afforded to Supporting Sponsors
Of the Heritage Music BluesFest will include:

* Full color eighth page advertisement in the official Heritage Music BluesFest program.

- Entertainment package to reward employees, customers and others, including full event tickets, posters and Heritage Music BluesFest merchandise items (t-shirts, hats, pins, etc.).

If there is not a sponsorship level listed that meets your organizations financial/marketing needs, please contact us and we will make every effort to tailor a sponsorship package that better suits your organizations needs.

8/7/20 will kick off

The 20th Annual Heritage Music BluesFest

at Wheeling's Heritage Port

For another year of Award Winning Blues.

Contact Us

Bruce Wheeler at heritagemusic@comcast.net, or call 304.280.5948.

Thank you for your interest in the Heritage Music BluesFest 2020!

Heritage Music Inc. • 34 Poplar Avenue • Wheeling, WV 26003

<http://www.heritagemusicfest.com>