



Events Sponsorship Request for the 9th Annual Grassroots Blues Festival

Executive Summary

The Annual Grassroots Blues Festival is a project of Action Communication and Education Reform, Inc. that began in 2001 to help support its operation of implementing community development initiatives and programs while simultaneously providing a platform to present traditional blues musicians and other artists in celebrating this unique American art form birthed in Mississippi. Action Communication and Education Reform, Inc. also known as Concerned Citizens of Montgomery County was formed in 1997 to raise the equality of life for African Americans and poor people in Montgomery County. Over the years, the focus of work for the organization has been leadership training, youth development and capacity building.

The Annual Grassroots Blues Festival is one of the area's major music events attracting thousands of fans. It is the subject of major media attention, tremendous community pride, understanding and participation, and significantly impacts the local economy. More than 2,000 people attend the festival and they come from all walks of life. They are the nucleus ideal targeted markets and put the sponsor in direct contact with the consumers. Moreover, the festival's media appeal and extended audience provides an advertising ratio of at least 5 to 1 to thousands of households.

The 9th Annual Grassroots Blues Festival is requesting funding and/or in-kind support to help cover expenses related to the promotion and production of the event. Promotional items include posters, flyers, paid media ads (television/radio/print), billboards and special events. Production items include volunteer amenities, staging (including sound and lights), infrastructure setup and food and beverage.

The festival is unique in that it allows sponsors to become involved in several areas and ways that are in keeping with their objectives. Sponsorship levels and corresponding benefits are as follows:

Primary Sponsorship - \$5,000

- Name/logo visibility or inclusion in all collateral promotional material, broadcast media, outdoor advertising and direct mail
- On-site signage, inflatables and mascots
- Booth space and selling rights
- Integrated cross promotional opportunities
- Thirty (30) admission tickets
- Ten (10) VIP Parking
- Stage introductions and unlimited sponsorship mentions
- Ten (10) Festival T-Shirts
- Full Page Ad placed in Souvenir Book

Secondary Sponsorship - \$2,500

- Name/logo visibility or inclusion in all collateral promotional material, broadcast media, and outdoor advertising
- On-site signage
- Limited space and selling rights
- Integrated cross promotional opportunities
- Twenty (20) Admission Tickets
- Five (5) VIP Parking Passes
- Stage introductions and sponsorship mentions
- Five (5) Festival T-Shirts
- Full Page Ad placed in Souvenir Book

Media Sponsorship - \$1,500

- Name/logo visibility or inclusion on selected promotional materials and broadcast media
- On-site signage
- Fifteen (15) Admission Tickets
- Three (3) VIP Parking Passes
- Stage introductions and sponsorship mentions
- Three (3) Festival T-Shirts
- Full Page Ad placed in Souvenir Book

General Sponsorship - \$300

- Name/logo visibility or inclusion on selected promotional materials and broadcast media
- On-site signage
- Ten (10) Admission Tickets
- Three (3) VIP Parking Passes
- Stage sponsorship mentions
- One (1) Festival T-Shirt
- Full Page Ad placed in Souvenir Book

The 9th Annual Grassroots Blues Festival will feature Pat Brown. Also featured are blues artists Bill "Howl-n-Madd" Perry and Alphonzo Sanders, Terry "Big T" Williams, Little Willie Farmer, Big Joe Shelton, Jerry (Fair) and the Delta Blues Crew, and others.

The festival will be held Saturday, July 9, 2011 beginning at 12:00 noon at the Elliott Field in Duck Hill, Mississippi.

TO BECOME A SPONSOR, REMIT PAYMENT TO:

ACER c/o GRASSROOTS BLUES FESTIVAL

✻307 MAIN STREET✻

DUCK HILL, MS 38925

or contact Al White

Phone: (662)565-2478 or (662)809-7002

ACTION COMMUNICATION AND EDUCATION REFORM

Concerned Citizens of Montgomery County

May 1, 2011

9th Annual Grassroots Blues Festival



www.grassrootsblues.com

CONTRIBUTION FORM

Name: _____

Company: _____

Address: _____

Contact Number: _____ E-mail: _____

I wish to become a Corporate Sponsor.
Check Enclosed For \$ _____

_____ Please mail my ticket(s).

_____ Please hold my ticket(s) at the door.

_____ My ad/card is enclosed.

_____ Please prepare my ad.

Note: We sincerely appreciate your support of our efforts to educate our communities and other cultures.

REMIT PAYMENT NO LATER THAN **FRIDAY, JUNE 24, 2011** TO:

ACER c/o GRASSROOTS BLUES FESTIVAL
✻ 307 MAIN STREET ✻
DUCK HILL, MS 38925

Phone: (662)565-2478 or (662)809-7002

307 Main Street
Duck Hill, MS 38925

"Ordinary People Doing Extraordinary Things"

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(662)565-2478
(662)565-1845