

# BLUES FEST

JUNE 1-4 2017

HAGERSTOWN, MD

## Schedule of Events for Blues Fest 2017\*

|                                                   |                                                           |                               |                                                                                    |
|---------------------------------------------------|-----------------------------------------------------------|-------------------------------|------------------------------------------------------------------------------------|
| <p><b>FRIDAY, MARCH 3</b><br/>7:00pm – 9:00pm</p> | <p><b>MARYLAND THEATRE</b><br/>Cabin Fever Blues Bash</p> | <p>\$20 General Admission</p> | <p>Complimentary "Cabin Fever Blues Bash" tickets with qualified sponsor level</p> |
|---------------------------------------------------|-----------------------------------------------------------|-------------------------------|------------------------------------------------------------------------------------|

*Western Maryland*  
**BLUES FEST**

**THE MAIN EVENT, FEATURING A SUPER LINE-UP OF TALENT!**  
Best Seat in the House—EXCLUSIVE V.I.P. Sponsor Tent Area!  
*\*VIP Sponsor Tent reserved for qualified sponsors only; not accessible with General Admission*

|                                                                        |                                                                                                                          |                                                       |  |
|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|--|
| <p><b>THURSDAY, JUNE 1</b><br/>6:00pm – 8:00pm<br/>5:00pm – 8:00pm</p> | <p><b>UNIVERSITY PLAZA</b><br/>FREE Concert<br/>Washington County Arts Council Blues Fest Poster Art Exhibit Opening</p> | <p><b>"Blues Prelude"</b><br/>Free to the public!</p> |  |
|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|--|

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|---------------------------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <p><b>FRIDAY, JUNE 2</b><br/>5:00pm – 10:00pm</p> | <p><b>CITY CENTER PARKING LOT</b><br/>Back-to-back performances by three leading artists!</p> | <p><b>"Lotta Blues Show"</b><br/>General Admission available</p> | <p><b>"BLUES CLUB" VIP TENT</b><br/>Open to qualified sponsors</p> |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|

|                                                      |                                                                                               |                                                                      |                                                                    |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|
| <p><b>SATURDAY, JUNE 3</b><br/>12:00pm – 10:00pm</p> | <p><b>CITY CENTER PARKING LOT</b><br/>Back-to-back performances by eight leading artists!</p> | <p><b>"Downtown House Party"</b><br/>General Admission available</p> | <p><b>"BLUES CLUB" VIP TENT</b><br/>Open to qualified sponsors</p> |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|

|                                                   |                                                                                           |                                                        |  |
|---------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------|--|
| <p><b>SUNDAY, JUNE 4</b><br/>12:00pm – 5:00pm</p> | <p><b>HAGERSTOWN CITY PARK</b><br/>Back-to-back performances by four leading artists!</p> | <p><b>"Blues Family Picnic"</b><br/>Free Admission</p> |  |
|---------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------|--|

**To receive Early Bird Specials, sponsor form and disclosure form MUST be received by February 22, 2017.**

\*Event starting times are subject to change.



**Lauren Metz** (Community Events Coordinator)  
lmetz@hagerstownmd.org  
301-739-8577 ext. 116

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**VIP Sponsor Tent Includes: Complimentary Snacks and Picnic Meal, Complimentary Soft Drinks and Water, Excellent Seating, Discounted Beer and Wine All Day, Shade Tent...and MORE!**

| Sponsorship Levels                                                           | Option A<br>(ad plus tickets)                                                                                                                                                                                                                                    | Option B<br>(tickets)                                                                                                                                                        | Early Bird Blues Bonus Tickets!<br>Deadline February 22, 2017                                      |
|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>Platinum Blues Club</b><br><b>\$10,000 and over</b><br><b>Plan A ONLY</b> | Exclusive advertising opportunities available as per contract<br>34 tickets — Friday VIP Tent<br>40 tickets — Saturday VIP Tent<br>Full Page Ad (limited availability)<br>Appear in selected print, TV and electronic advertising<br>Link on Blues Fest website  |                                                                                                                                                                              | 16 Cabin Fever Blues Bash Tickets<br><b>10 Bonus VIP tickets</b><br>(choice of Friday or Saturday) |
| <b>Gold Blues Club</b><br><b>\$7,500</b><br><b>Plan A ONLY</b>               | Exclusive advertising opportunities available as per contract<br>30 tickets — Friday VIP Tent<br>36 tickets — Saturday VIP Tent<br>Full Page Ad (limited availability)<br>Appear in selected print, TV, and electronic advertising<br>Link on Blues Fest website |                                                                                                                                                                              | 14 Cabin Fever Blues Bash Tickets<br><b>8 Bonus VIP tickets</b><br>(choice of Friday or Saturday)  |
| <b>Silver Blues Club</b><br><b>\$5,000</b>                                   | Full Page Ad (limited availability)<br>20 tickets — Friday VIP Tent<br>32 tickets — Saturday VIP Tent<br>Appear in selected print, TV, and electronic advertising<br>Link on the Blues Fest website                                                              | Half Page Ad<br>24 tickets — Friday VIP Tent<br>34 tickets — Saturday VIP Tent<br>Appear in selected print, TV, and electronic advertising<br>Link on the Blues Fest website | 12 Cabin Fever Blues Bash tickets<br><b>5 Bonus VIP tickets</b><br>(choice of Friday or Saturday)  |
| <b>Western MD Blues Club</b><br><b>\$3,000</b>                               | Full Page Ad (limited availability)<br>12 tickets — Friday VIP Tent<br>16 tickets — Saturday VIP Tent<br>Appear in selected print, TV, and electronic advertising<br>Link on the Blues Fest website                                                              | Half Page Ad<br>14 tickets — Friday VIP Tent<br>18 tickets — Saturday VIP Tent<br>Appear in selected print, TV and electronic advertising<br>Link on the Blues Fest web site | 10 Cabin Fever Blues Bash Tickets<br><b>3 Bonus VIP tickets</b><br>(choice of Friday or Saturday)  |
| <b>Hub City Blues Club</b><br><b>\$1,500</b>                                 | Half Page Ad<br>4 tickets — Friday VIP Tent<br>8 tickets — Saturday VIP Tent<br>Link on the Blues Fest website                                                                                                                                                   | 6 tickets — Friday VIP Tent<br>10 tickets — Saturday VIP Tent<br>Link on the Blues Fest web site                                                                             | 8 Cabin Fever Blues Bash Tickets<br><b>2 Bonus VIP tickets</b><br>(Friday or Saturday)             |
| <b>Chicago Blues Club</b><br><b>\$1,000</b>                                  | Quarter Page Ad<br>4 tickets — Friday VIP Tent<br>6 tickets — Saturday VIP Tent<br>Link on the Blues Fest website                                                                                                                                                | 4 tickets — Friday VIP Tent<br>8 tickets — Saturday VIP Tent<br>Link on the Blues Fest web site                                                                              | 6 Cabin Fever Blues Bash Tickets<br><b>1 Bonus VIP ticket</b><br>(Friday or Saturday)              |
| <b>Memphis Blues Club</b><br><b>\$500</b>                                    | Quarter Page Ad<br>2 tickets — Friday VIP Tent                                                                                                                                                                                                                   | 2 tickets — Friday VIP Tent<br>2 tickets — Saturday VIP Tent                                                                                                                 | 4 Cabin Fever Blues Bash Tickets                                                                   |
| <b>Delta Blues</b><br><b>\$250</b>                                           | Eighth Page Ad<br>2 tickets — Friday VIP Tent                                                                                                                                                                                                                    | 2 tickets — Saturday VIP Tent                                                                                                                                                | 2 Cabin Fever Blues Bash Tickets                                                                   |

**Cabin Fever Blues Bash is at 7 p.m, Friday March 3, 2017 at the Maryland Theatre. Artist to be announced.**

**To receive Early Bird Specials, sponsor form and disclosure form MUST be received by February 22, 2017.**

Sponsored by City of Hagerstown, Sponsored by Antietam Cable Television, The Herald Mail Company, M&T Bank, The Maryland Theatre, and Antietam Brewery.



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**To receive Early Bird Specials, sponsor form and disclosure form on next page MUST be received by February 22, 2017.**

**Please sign me up for a sponsorship for the Twenty-First Annual Western Maryland Blues Fest!**

Company/Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ URL: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company Name (as to appear in print): \_\_\_\_\_

| Sponsorships: Please Select Your Choice: | Option A          | Option B  | Early Bird Bonus VIP Tickets |          |
|------------------------------------------|-------------------|-----------|------------------------------|----------|
|                                          | (Ad with Tickets) | (Tickets) | (choose one day only)        |          |
|                                          |                   |           | Friday                       | Saturday |
| Platinum Blues Club \$10,000 and over    | _____             | No plan B | _____                        | _____    |
| Gold Blues Club \$7,500                  | _____             | No plan B | _____                        | _____    |
| Silver Blues Club \$5,000                | _____             | _____     | _____                        | _____    |
| Western MD Blues Club \$3,000            | _____             | _____     | _____                        | _____    |
| Hub City Blues Club \$1,500              | _____             | _____     | _____                        | _____    |
| Chicago Blues Club \$1,000               | _____             | _____     | _____                        | _____    |
| Memphis Blues Club \$500                 | _____             | _____     | _____                        | _____    |
| Delta Blues Club \$250                   | _____             | _____     | _____                        | _____    |

Please use the ad as it appeared in last year's program.

**I understand that my ad is due and must be supplied in the proper format by April 15, 2017 to be included in the Blues Fest Program. (Ad rates, sizes, and mechanical specs on last page)**

Authorized signature: \_\_\_\_\_

### Payment Options

Check Enclosed     Please Bill Me (Make checks payable to the City of Hagerstown)     Credit Card (fill out form below)

Name as it appears on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

VISA     MasterCard     Discover    Exp. \_\_\_\_\_    Validation Number (last 3 digits from back of card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Contact Person: \_\_\_\_\_

**Questions? Contact Paula Keser, 301-992-4680, paulak@whag.com**

**Drop Off, Mail or Fax your Sponsor Form AND Disclosure Form to:**

City of Hagerstown, Attn: Lauren Metz, 14 North Potomac St., Suite 200A, Hagerstown, MD 21740 • Fax: 301-739-3117



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## Disclosure Statement

In order to promote and maintain high ethical standards in the operation of City Government, all donors and sponsors of City events are asked to fully disclose all:

1. Business interests of said donor or sponsor which are regulated by the City or an agency thereof. \_\_\_\_\_

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2. Pending applications, submissions, contract negotiations, or other matters with the City or an agency thereof. \_\_\_\_\_

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3. Current relationships with the City or its agencies not heretofore identified. \_\_\_\_\_

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## 2017 Advertising Sizes & Mechanical Specifications

Do you want your message to reach over 40,000 people? Advertise in the 2017 Blues Program! This piece will be distributed in the Herald Mail the week before Blues Fest. Enclosed is a sample publication which will be the format for the 2017 festival program.

**Don't miss this opportunity!**

**All ads are color.**

### Mechanical Requirements

|                        |                             |
|------------------------|-----------------------------|
| Full-page ad           | 9" wide × 8.625" tall       |
| 1/2 page vertical ad   | 4.4375" wide × 8.625" tall  |
| 1/2 page horizontal ad | 9" wide × 4.25" tall        |
| 1/4 page ad            | 4.4375" wide × 4.25" tall   |
| 1/8 page ad            | 4.4375" wide × 2.0625" tall |

100-line screen on camera-ready hard copy.

### Disc Requirements:

Discs accepted are CD/DVD. If you wish to upload files to Icon Graphics' DropBox account, please contact us and we will send you a link.

### Mac and PC formats accepted:

Adobe print ready .pdf (fonts as curves), Adobe Illustrator .eps (CC or lower, fonts as curves).

**Ads will not be accepted without a color or black and white proof** in addition to CD/DVD 4-color scans should be in CMYK or grayscale, minimum 200 DPI actual sizes. Contact Icon Graphics at 301-791-2080 if you need help to provide your ad in the proper format.

**Microsoft Word, Publisher or PowerPoint files will not be accepted.**

### Deadline for properly formatted artwork is close of business on April 15, 2017.

If you cannot provide your ad in the above formats, Icon Graphics is available to provide layout and graphic design services for an additional charge. Please call 301-791-2080 or email keith@icongraphics.com to discuss and obtain an estimate to create your ad.

### Deadline for materials to create your ad is close of business April 8, 2017.

#### Send all artwork to:

Icon Graphics  
One West Franklin Street, Suite 200  
PO Box 1516  
Hagerstown, MD 21741-1516

Please include contact person and phone number with all artwork and digital files.

#### Send payment to:

Lauren Metz, City of Hagerstown  
Elizabeth Hager Center  
14 North Potomac Street, Suite 200A  
Hagerstown, MD 21740

**Make checks payable to the City of Hagerstown.**



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