



The Western Maryland Blues Fest put **Hagerstown on the map** for a lot of people. Guided by the passion of its founders, Blues Fest has brought **world-class music** to our city for 22 years, fostering an amazing cultural vibrancy that has garnered interest from far and wide and has spurred the development of our Arts & Entertainment District. With the original founders stepping down after the 2017 season, the City has made the commitment to continue this **important anchor event**.

We hope that you too will make that commitment by becoming a 2018 sponsor.

To sustain Blues Fest into the future, we rely on the continued financial support of our business community. By becoming a sponsor of the 23rd Annual Western Maryland Blues Fest, June 1-2, 2018, you demonstrate your commitment to embracing the mission of **advancing the economy, image, and quality of life in Hagerstown**. Plans are well underway to strengthen Blues Fest so that it will have an equal if not greater economic impact than past events. We expect 2018 attendance to surpass past figures.

In the attached Sponsorship Package, you will see that we have **enhanced our sponsor benefits**, highlighting exposure for your business through **social media, additional logo placement, brochure placement, merchandise giveaway opportunities, a chance to meet the artists, and of course VIP tickets!** New this year, we are offering sponsors the opportunity to purchase **additional tickets** at a discount – above and beyond the tickets provided as part of your sponsorship benefits – so you can invite even more of your friends and associates to enjoy **great music in a great city**.

We encourage you to sign up as a sponsor by February 23rd so you can receive the additional benefit of tickets to our season kick-off event – **Cabin Fever Blues Bash**, featuring **the legendary Nighthawks** playing the Maryland Theater.

There are so many great reasons to become a Blues Fest sponsor. Take a look at the enclosed material and sign up today. Want a benefit that you don't see listed? Call us. We'd love to talk to you about how Blues Fest can be a win-win for your business and for the City.

Sincerely,

THE CITY OF HAGERSTOWN

Robert E. Bruchey, II
Mayor

SPONSORSHIP PACKAGE

23rd Annual



June 1-2, 2018

Partner with us in 2018 to bring the blues back to Hagerstown!

The Western Maryland Blues Fest celebrates **23 years** in 2018. We bring the best in national, regional, and local blues music right to downtown and jump-start the summer season. We invite you to partner with us to bring the **best of the blues** to Hagerstown **advancing the economy, image, and quality of life** in our city. Together we support **great music, a festive atmosphere,** and a **vibrant downtown!** This season, we will showcase great music in a free Friday evening performance and a ticketed all-day event on Saturday -- both in the Central Parking Lot. The lineup will be posted soon on our website!

Our audience members love **great music, good food,** and **fun times.** Whether they live locally or come from afar, they are often repeat patrons who are passionate about finding **unique cultural activities** for themselves and their families that highlight great music and art. Your affiliation with Blues Fest demonstrates your commitment to **sustaining great music in a great place.**

EXPOSURE

We expect:

- ▶ **5,000 patrons** to attend the 2018 Western Maryland Blues Fest
- ▶ **250 youth** to participate in educational art and music activities associated with Blues Fest
- ▶ **17,000 unique page views** on our website this year
- ▶ **750 people** to receive our monthly e-newsletter
- ▶ **4300 people** to follow us on social media
- ▶ **10,000 rack cards** and **750 posters** to be distributed throughout Hagerstown, Washington County, and Quad State area
- ▶ **5,000 printed programs** to be distributed in the week leading up to and during the Blues Fest weekend
- ▶ a Blues Fest mobile app

SPONSORSHIP BENEFITS

Benefits include:

- ▶ Naming Rights—link your business name to a specific event
- ▶ Logo Placement—print, online, merchandise, venues
 - ▶ Online Exposure—social media, website, e-newsletter
 - ▶ Product Display— brochure placement
 - ▶ Advertising Opportunities —in annual festival program
 - ▶ Verbal Recognition—announced by MCs at performances
 - ▶ Hospitality—tickets and discounts

Blues-Fest.org | 14 N. Potomac Street, Suite 200 | Hagerstown, MD 21740

301-739-8577, x. 116 | BluesFest@hagerstownmd.org





SPONSOR BENEFITS	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Western Maryland \$2,500	Hub City \$1,000	Delta \$500
ALIGNMENT WITH COMMUNITY SPIRIT						
Affiliation with great music, festive ambiance, vibrant downtown	✓	✓	✓	✓	✓	✓
LOGO PLACEMENT						
Logo hyperlinked on website	✓	✓	✓	✓	✓	
Company-provided banners with logo placed at festival	✓	✓	✓			
Logo in advertisements	✓	✓				
Logo on rackcard	✓	✓				
Logo on poster	✓					
Logo on select merchandise	✓					
Name (no logo) hyperlinked on website						✓
ONLINE and MEDIA EXPOSURE						
Listed on website with hyperlink	✓	✓	✓	✓	✓	✓
Promoted in email blasts	✓	✓	✓	✓	✓	✓
Listed as sponsor in media releases	✓	✓				
Social media shout outs	4	3	2	1	-	-
ADVERTISING OPPORTUNITIES in BLUES FEST PROGRAM						
Full page ad	✓					
½ page ad		✓	✓			
¼ page ad				✓		
1/8 page ad					✓	
VERBAL RECOGNITION						
Announced as sponsor by MC on Stage	✓	✓				
NAMING RIGHTS						
Stage named with sponsor name (limited availability)	✓					
HOSPITALITY						
Tickets to Cabin Fever Blues Bash	16	14	12	10	6	2
Tickets for Friday night performances, in VIP tent (includes food & discounted drinks)	30	25	15	10	4	2
Tickets to Saturday performances, in VIP tent (includes food & discounted drinks)	40	30	20	12	6	2
Discounted ticket packs (packs of 5 VIP or regular tix at a 20% discount)	✓	✓	✓	✓	✓	✓
Meet and Greet the Saturday Festival artists	✓	✓				
PRODUCT DISPLAY						
Space for brochures, business cards, or merchandise giveaway	✓					

SPONSORSHIP AGREEMENT



June 1-2, 2018

** To receive Blues Bash ticket benefit, please return your sponsorship agreement **by February 22, 2018**
* Deadline for ad in the program is **April 15, 2018***

YES! WE WANT TO SPONSOR THE 23RD ANNUAL WESTERN MARYLAND BLUES FEST!

Company/Name: _____

Contact Person: _____

Billing Address: _____

City, State, Zip Code: _____

Phone: _____ Email: _____

Company Name to appear in print/web: _____

URL for hyperlink: _____

Social Media links: _____

Select your sponsorship level:

- | | |
|---|--|
| <input type="checkbox"/> Platinum Blues Club (\$10,000 +) | <input type="checkbox"/> Western Maryland Blues Club (\$2,500 +) |
| <input type="checkbox"/> Gold Blues Club (\$7,500 +) | <input type="checkbox"/> Hub City Blues Club (\$1,000 +) |
| <input type="checkbox"/> Silver Blues Club (\$5,000 +) | <input type="checkbox"/> Delta Blues Club (\$500 +) |

Description of Sponsorship:

- Cash
 In-kind: _____

Additional Tickets:

- We want to purchase additional tickets:

_____ Packs of 5 VIP tickets @ \$500/pack = \$_____ (*quantities limited)

_____ Packs of 5 general admission tickets @ \$120/pack = \$_____

TOTAL ENCLOSED: \$ _____ (sponsorship + ticket packs)

Authorized Signature: _____

- JPG of company logo is being sent to BluesFest@hagerstownmd.org Disclosure statement completed
 Check enclosed (made payable to City of Hagerstown) OR Charge my credit card

Name as it appears on card: _____

Credit card #: _____ Exp. Date: _____ Validation #: _____

Billing Address: _____

Questions? Contact Kitty Clark, 301-739-8577, x. 116, or Brenda Hawbaker, 301-739-8577, x. 111;

BluesFest@hagerstownmd.org

Email, mail, or drop off your Sponsorship Agreement to Kitty Clark, Community Events Coordinator, City of Hagerstown, 14 N. Potomac St., Suite 200A, Hagerstown, MD 21740; BluesFest@hagerstownmd.org

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:

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

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

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2018 Blues Fest Program Advertising Specifications

The finished program is 8.5" x 5.5" and is printed in full color on coated gloss paper.

Mechanical Requirements

Mac and PC formats accepted; Adobe Illustrator EPS or print ready PDF with fonts converted to curves. Program is printed in SWOP four color process and spot colors need to be converted to CMYK color builds. All images and photographs should be a minimum of 300 dpi at actual size.

Deadline

Artwork must be received in final form by April 15, 2018 to be included in the program.

If you cannot provide your ad in the proper format and size, our graphic designer can provide design assistance for an additional charge. An estimate will be provided after reviewing photography, logo and copy supplied for ad production. Deadline for submitting photos, logos, and copy for design service is April 1, 2018.

Submissions

Email artwork to BluesFest@hagerstownmd.org (preferred)

OR

Mail artwork to Blues Fest, DCED, 14 N. Potomac Street, Suite 200, Hagerstown, MD 21740

Any questions or concerns about advertising specifications or to have your ad produced call 301-739-8577, x. 116, or e-mail BluesFest@hagerstownmd.org. Please include contact information when submitting ads.

Ad Sizes

Full page without bleed:	4.75" wide x 7.75" tall
Full page with bleed:	5.75" wide x 8.75" tall (keep live copy within 4.75" w x 7.75" t area)
Half Page Horizontal:	4.75" wide x 3.75" tall
Half Page Vertical:	2.25" wide x 7.75" tall
Quarter Page Horizontal:	4.75" wide x 1.875" tall
Quarter Page Vertical:	2.25" wide x 3.75" tall
Eighth Page:	2.25" wide x 1.75" tall

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