

2016 Phoenixville Blues Festival Sponsorship Package



Dear Friends, Music Lovers, & Business Partners,

With great pride and anticipation, we're thrilled to announce the **Seventh Annual Phoenixville Blues Festival** to be held on **Saturday, September 10, 2016** at Reeves Park in Phoenixville. Last year's event was great fun for everyone – with a record crowd of over 6,000 – having a fantastic time spending the day listening to the best music, enjoying great food and visiting our unique vendors! This year's Festival is sure to be another not-to-be-missed extravaganza, as we prepare for a "best of" festival by bringing back the best acts of previous years!

The Steel City Blues Society has been able to provide more than \$55,000 back to the community! We are elated to be keeping this day-long event **free to the public**, filled with local talent, national headliners, food, vendors and fun. For the fourth year in a row, proceeds will be presented to local charities including:

- Music Foundations or Organizations Providing Funding to Music Programs
- Phoenixville Area Community Services (PACS)
- Phoenixville Library and other local non-profit institutions
- Reeves Park Band Shell improvements

Additional information regarding the festival including bands, vendors and event schedules can be found at pvilleblues.org.

So just like our previous three years, to make it happen, we're asking the business and neighborhood community to help sponsor the event. **We need for your help.** We trust that by working together we can make this event hugely successful, bringing thousands of people to our front door, sharing great music and memories, and making the Phoenixville area hum with activity, smiles, and fun!

All donations are tax deductible, and we look forward to giving all our sponsors a high level of promotional visibility – because you deserve to be recognized for your participation and generosity. We hope you'll consider sponsoring and will join us on September 10th, and for the pre-party on Friday, September 9th!

Respectfully,

Jim DiGuiseppe

Jim DiGuiseppe, Founder and President
Steel City Blues Society

Our Partners

The Steel City Blues Society: From our love of music and our belief that music is best shared in a community came the founding of The Steel City Blues Society. Our nonprofit organization works to cultivate and preserve the tradition of blues music. For the fourth year in a row, we have expanded our mission to include helping the youth in our community discover the wonder and joy of music by raising awareness and funding organizations that focus on providing music education to our community.

Music Programs or Foundations: Dollars raised will directly impact organization(s) that will support musical education and musical instrument donations and purchases for students in Phoenixville.

Please complete the attached form and mail along with your gift to
Steel City Blues Society, PO Box 553, Phoenixville, PA 19460.

Upon acceptance of your gift, we will send you a receipt for tax-exempt filings.

Please contact Jim DiGuiseppe, Founder and President of the Steel City Blues Society with questions at 215-421-6759 or online at info@pvilleblues.org.

Thank you for considering our request; we greatly appreciate your support.

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Festival Details

- From noon until 10 P.M., nine big name Blues Bands will be grooving at Reeves Park in Phoenixville.
- Highlights include nationally acclaimed Blues acts, local musicians, and performances from select students in Phoenixville.
- Vendors & tables including a community area will provide family fun with food, children's activities, entertainers & more
- **All donations are tax-deductible!** Your participation will keep the music going! All proceeds go to Phoenixville's "Steel City Blues Society," which provides donations to local non-profits; largely to organizations that improve access to music instruments and lessons that might otherwise not be available for local, Phoenixville students.
- Community unity is our number one objective, and to keep Phoenixville a strong and thriving business and cultural center, retain jobs and stability and safety for all future generations!

Sponsorship Levels

We love giving back to our sponsors! You can expect your logo on pvilleblues.org website with a link to your web site, logo or name in print advertising, public relations (PR), electronic promotions and signage, in event schedule program, and stage side billing! Our website, pvilleblues.org had more than 900,000 hits in 2015!

\$10,000 Title Sponsorship

We have opened up our sponsorship to include **one** sponsor of this magnitude, which includes:

- Festival Named after Sponsor: "The Seventh Annual Phoenixville Blues Festival presented by **Your Company**"!
- Signage/Banner over stage with your company name
- Company name and logo displayed on promotional opportunities/materials
- Acknowledgement on stage
- Company representatives to introduce performers
- Up to two tents/tables at Street Fair
- Sponsorship logo and link on festival website
- Included in all advertising and PR
- Signed souvenir event poster (framed)
- Festival T-shirts for up to four guests
- Four free tickets to Friday night's festival pre-party

\$2500 Steel Sponsor

This sponsorship includes:

- Sponsor a band with prominent mentions during breaks and prior to band playing
- Prominent stage side signs
- 1/2-page advertising in event program with logo
- Sponsorship logo and link on festival website
- Signed souvenir event poster
- Festival T-Shirts for up to two guests
- Two free tickets to Friday night's festival pre-party

\$1000 Iron Sponsor

This sponsorship includes:

- Sponsor a band with prominent mentions during breaks and prior to band playing
- Prominent stage side signs
- 1/4-page advertising in event program with logo
- Sponsorship logo and link on festival website
- Festival T-Shirt and Poster

\$500 Brick Sponsor

This sponsorship includes:

- 1/8-page program advertising in event program with logo
- Festival T-Shirt and Poster
- Sponsorship logo and link on festival website
- Souvenir event poster

\$250 Stone Sponsor

This sponsorship includes:

- Sponsorship logo and link on festival website
- Thank you! Mention in event program

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Regional Coverage...

Our festival is visible, and so are you!

Uwishunu.com – 250,000 hits per day
Main Line Today – 203,827 monthly readership
Pvilleblues.org – 700,000 unique hits

Our audience is great for a lot of reasons – and not just their cool taste in music! Two years in a row, we've attracted a diverse and passionate crowd by advertising and reaching out to the places where they live, work, and buy. By partnering with the Festival, you are reaching your target audience!

MAIN LINE TODAY

September Entertainment: Celtic Thunder, Phoenixville Blues Fest and More

BY EMILY RILEY PUBLISHED AUGUST 24, 2011 AT 09:55 AM



Phoenixville cranks up the blues



PhoenixvillePatch

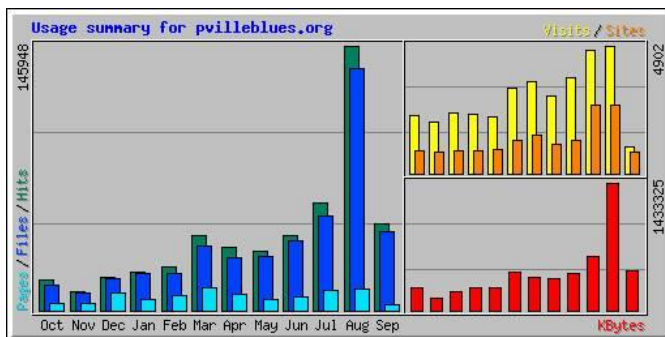
The Neighborhood Files

Blues Festival Draws Crowds of All Ages to Reeves Park

Riley Road and many other bands entertained hundreds on Saturday.
By Dave Conard | Email the author | September 13, 2011



2nd Annual Phoenixville Blues Festival Coming this Weekend



Over 900,000 web hits, 30,000 visits

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Sponsorship Form

Company Name: _____

Address: _____

Contact Name: _____

Phone Number: _____

E-mail: _____

Sponsorship Level (Please check one):

\$10,000 Title Sponsorship

\$2500 Steel Sponsor

\$1000 Iron Sponsor

\$500 Brick Sponsor

\$250 Stone Sponsor

Special Consideration / Comments:

Please submit logo and/or website link to be included along with your name on the Phoenixville Blues Festival website to info@pvilleblues.org.

Please make checks payable to:

Steel City Blues Society
PO Box 553
Phoenixville, PA 19460

All gifts are fully tax deductible. Thank you for your support and generosity!