



New York State Rhythm and Blues Festival, Inc.  
PO Box 384, Syracuse New York 13201  
[www.nysbluesfest.com](http://www.nysbluesfest.com)  
[sponsors@nysbluesfest.com](mailto:sponsors@nysbluesfest.com) 07-122716

**SPONSORSHIP PACKAGES**  
Clinton Square - Syracuse, NY  
July 7-8, 2017



The New York State Blues Festival is proud to be the largest, admission-free blues festival in the Northeast. The Festival's board of directors invites you to become a sponsor of this summer's 25th Anniversary celebration.

The Festival is held each year in Clinton Square in the very center of Downtown Syracuse. Last summer's festivities filled the square both day and night with a diverse audience drawn from across the country and Canada. Crowds were estimated at 15,000–20,000 over the course of the weekend. Last year's lineup included, among others, Butch Trucks & the Freight Train Band, Sister Sparrow & the Dirty Birds, Sonny Landreth, Toronzo Cannon and Brandon Santini.

Past performers have included Robert Randolph & the Family Band, The Devon Allman Band, Buddy Guy, Ronnie Earl, Joe Bonamassa, Little Feat, Dickie Betts, Otis Rush, Jimmie Vaughan, Bo Diddley, Southside Johnny & The Asbury Jukes, and Elvin Bishop, just to name a few.

The Festival itself has won many local and national awards, including the "Keeping the Blues Alive" Best Festival/Best Promoter award from the Blues Foundation of Nashville, TN.

The New York State Blues Festival is produced through the support of corporate and private donations, local and state grants, and the dedication of more than 100 hard-working volunteers.

Sponsorship is critical to hosting high-quality local, regional and national blues acts on the Clinton Square stage. Our sponsorship packages are offered in a variety of sizes to suit any budget. Your sponsorship will get your company's name before a large and enthusiastic audience for the two days of the festival and will include promotion of your business in the months and weeks leading up to the festival.

Your sponsorship allows us to book the best talent available and ensures another quality festival drawing thousands of motivated music fans. Please consider helping support the New York State Blues Festival.

Contact . . . . . **Louis Kruth, Director of Sponsorship**  
[louis@nysbluesfest.com](mailto:louis@nysbluesfest.com)



# FACT SHEET

**Dates:** July 7-8, 2017

**Location:** Clinton Square, Downtown Syracuse, NY and off-site participating downtown venues.

**Attendance:** 15,000–20,000

**Underwriters:** Past and current: City of Syracuse, Onondaga County, New York State Council on the Arts, Senator John DeFrancisco, Sugarman Law Firm, D'Arcangelo & Co., Cherundolo Law Firm, Dinosaur Bar-B-Que, Gianelli Sausage, Hoffmann Hotdogs, Labatt, Price Chopper, Cannon Pools and Jet Blue

**Naming Opportunities:** Title Sponsor, Main Stage Sponsor, Artist Performances, Blues Club Tent, KJ James Youth Scholarship, Blues in Schools

**Media Opportunities:** nysbluesfest.com, Social Media, Print, Radio, Television, On-site Banners, Signage

**Marketing Impressions:** Impressions: 10-15 million  
Value: \$100,000 to \$200,000

## What's in it for you?

Celebrating its 25th Anniversary, the New York State Blues Festival will provide two days of free entertainment from national and local artists on two stages to thousands of attendees. Your business name will be promoted in the months leading up to the event with mentions on social media, the festival website, posters, radio and television advertising and signage at the festival. Our sponsor packages include weekend VIP passes, so you'll enjoy the festival from the comfort of the VIP tent which includes a complimentary buffet, with beer and wine, as well as private bathrooms and preferred seating near the stage.

The New York State Rhythm and Blues Festival, Inc. is a 501 (c)(3) charitable organization and your contribution may be tax deductible.

**Need more information?** Visit [nysbluesfest.com](http://nysbluesfest.com)  
or contact us at [sponsors@nysbluesfest.com](mailto:sponsors@nysbluesfest.com)



# SPONSORSHIP PACKAGES

## **TITLE SPONSOR** (LIMIT 1) ..... **\$20,000**

- Your Company presents the New York State Blues Festival
- Promotional rights to reference as the premier sponsor
- Company representative shares introduction of main acts with Artist Sponsor
- Numerous company mentions from the stage throughout the festival
- Full-page ad in the festival program
- Optimum main stage signage banner (provided by sponsor)
- Advertising: Included in advertising materials
- Sponsorship link and logo on festival website
- Company name/logo on festival merchandise and signage
- 10x10 promotional VIP tent for your company
- 40 VIP Blues Club weekend passes
- Discounts on festival merchandise

## **BLUES CLUB VIP TENT** (LIMIT 1) ..... **\$10,000**

- Your name associated exclusively with the VIP area
- Promotional rights to reference as the Blues Club Tent Sponsor
- Advertising: Included in advertising materials
- Sponsorship link and logo on festival website
- Numerous company mentions from the stage throughout the festival
- Half-page ad in the festival program
- Company banner on the main stage
- Company name/logo on festival signage
- Mentions on social media platforms
- 10x10 promotional VIP tent for your company
- 20 VIP Blues Club weekend passes
- Discounts on festival merchandise

## **MAIN STAGE** (LIMIT 1) ..... **\$10,000**

- Main stage named for your company
- Promotional rights to reference as the stage sponsor
- Opportunities for artist introductions on stage
- Numerous company mentions from the stage throughout the festival
- Optimum main stage signage banner (provided by sponsor)
- Advertising: Included in advertising materials
- Sponsorship link and logo on festival website
- Half-page ad in the festival program
- Mentions on social media platforms
- 10x10 promotional VIP tent for your company
- 20 VIP Blues Club weekend passes
- Discounts on festival merchandise

## **ARTIST SPONSOR** (LIMIT 4) ..... **\$5,000**

- Sponsor a band for the festival with prominent mentions during breaks and prior to band performing
- Meet-and-greet with your sponsored band
- Your name associated with a specific band in all controlled advertising
- Promotional rights to reference as the band sponsor
- Opportunities for artist introductions on stage
- Mentions on social media platforms
- Sponsorship link and logo on festival website
- Banner (provided by sponsor) around the stage area
- Half-page ad in the festival program
- Company name/logo on festival signage
- 10 VIP Blues Club weekend passes
- Discounts on festival merchandise

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# SPONSORSHIP PACKAGES

## MUSIC MAKER ..... \$2,500

- Mentions on social media platforms
- Sponsorship link and logo on festival website
- Banner (provided by sponsor) around the stage area
- Quarter-page ad in the festival program
- Company name/logo on festival signage
- 8 VIP Blues Club weekend passes
- Discounts on festival merchandise

## BLUES SUSTAINER ..... \$1,000

- Banner (provided by sponsor) around the stage area
- Sponsorship link and logo on festival website
- Quarter-page ad in the festival program
- Company name/logo on festival signage
- Company mentions from the stage
- 4 VIP Blues Club weekend passes
- Discounts on festival merchandise

## KJ JAMES YOUTH SCHOLARSHIP (LIMIT 1).... \$2,500

- Company mentions from the stage as the provider of the youth scholarship awards
- Banner (provided by sponsor) around the stage area
- Sponsorship link and logo on festival website linked to the scholarship award
- Quarter-page ad in the festival program
- Company name/logo on festival signage
- 8 VIP Blues Club weekend passes
- Discounts on festival merchandise

## BLUES PARTNER ..... \$500

- Banner (provided by sponsor) around the stage area
- Sponsorship link and logo on festival website
- Company name/logo on festival signage
- Listed in festival program
- 2 VIP Blues Club weekend passes
- Discounts on festival merchandise

## BLUES IGNITION YOUTH DEVELOPMENT (LIMIT 3).... \$2,000

- Banner (provided by sponsor) around the stage area
- Sponsorship link and logo on festival website
- Quarter-page ad in the festival program
- Company name/logo on festival signage
- 6 VIP Blues Club weekend passes
- Discounts on festival merchandise

**Your contribution may be tax deductible!**  
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