

NEW YORK STATE
BLUES

★ *Festival* ★

JUNE 10-11-12, 2027



Photo © Warren Linhart

SPONSORSHIP PACKAGES

New York State Rhythm and Blues Festival, Inc. – PO Box 384, Syracuse New York 13201
www.nysbluesfest.com sponsors@nysbluesfest.com 06-081726



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NEW YORK STATE BLUES ★ Festival ★

Sponsor the 2027 NYS Blues Festival!

With a mission to preserve, protect, and promote blues music and culture, the New York State Blues Festival brings outstanding local, regional, and national artists together for an admission-free, three-day celebration in Central New York. For more than three decades, our nonprofit organization has welcomed generations of music fans while creating meaningful opportunities for artists, young musicians, community partners, and local businesses. Past performers include legendary artists Dickey Betts, Joe Bonamassa, Otis Rush, Jimmie Vaughan, Bo Diddley, and more. In recent years, the festival has continued to grow with impressive lineups led by Buddy Guy, Little Feat, Warren Haynes Band, and Gary Clark Jr. Through sponsorship, your organization can help keep this extraordinary cultural experience accessible to all.

From Danny Liedka, President & CEO Visit Syracuse:

“The New York State Blues Festival at the New York State Fairgrounds was simply a first-rate event. Attendance climbed once again thanks to the tremendous marketing efforts of the festival, paired with the Visit Syracuse team. In the weeks leading up to the festivals, our targeted digital and OTT streaming services advertising campaign, developed in partnership with Advance Media New York, delivered hundreds of thousands of impressions throughout Upstate New York, Pennsylvania, Massachusetts and the New York City/New Jersey/Connecticut tri-state area, resulting in thousands of clicks to our website for additional information. This drove people into our county from many different states, including from as far away as California. Many visitors came down from Canada, and the festival even attracted fans from Brazil! The Saturday of the New York State Blues Festival was the most popular arrival date for visitors to Onondaga County in the month of June! The average distance traveled to the festival was 129 miles, boosting significant dollars into the tourism economy via hotel rooms, food and beverage, gas and shopping expenditures”.

Continued on next page...

Need more information? Visit nysbluesfest.com
or contact us at sponsors@nysbluesfest.com

Photo © Sandy Roe



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 our stage. Our sponsorship packages are offered in a variety of levels to suit any budget. Your sponsorship will get your company's name before a large and enthusiastic audience for the festival and will include promotion of your business in the weeks leading up to the festival on our website.

Your sponsorship allows us to book the best talent available and ensures another quality festival drawing thousands of motivated music fans. Please consider supporting the New York State Blues Festival so we can keep this great tradition alive.

New York State Blues Festival Youth Development

In addition to our annual 3 day admission-free event, the New York State Blues Festival also supports and operates several youth development programs targeting a wide range of students in the Central New York community. These programs are financially supported by funding from our sponsors and are offered at no expense to the participating schools or students.

KJ James Memorial Scholarship - Annual scholarship awards given to promising young blues players. Open to any New York State residents 18 and younger.

Blues In The Schools (BITS) - Veteran music educators teach introduction and history of the blues to 4th and 5th graders through performances, group participation, videos, printed materials and more.

Blues Ignition - This performance based program is made up of local student musicians who form a band to play a set at the festival each year and receive instruction from band director Edgar Pagan.



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Photo © Sandy Roe

FACT SHEET

Dates: June 10-11-12, 2027

Location: Chevy Court at the New York State Fairgrounds, Syracuse, New York

Attendance: 16,000+

Underwriters: Onondaga County, New York State Council on the Arts, Empire State Development/I LOVE NY, CNY Arts, Visit Syracuse, Gianelli Sausage, ProAct, Beginnings Credit Union, JJ Lane Construction, Amazon, Gibson Gives, Michelob ULTRA, Cannon Pools & Spas, Central New York Chevy Dealers, CNY Latino, Honest Engine Films, Performance Harley Davidson, IMS, Newman + Lickstein, Sedgwick Business Interiors, UnitedHealthcare, and more.

Naming Opportunities: Title Sponsor, Main Stage Sponsor, Blues Club VIP Area, KJ James Youth Scholarship

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

Marketing Impressions: Impressions: 5 million

What's in it for you?

The New York State Blues Festival returns June 10-11-12, 2027 to provide three days of FREE entertainment from national and local artists performing to thousands of attendees. Your business will be promoted in the weeks leading up to the event with mentions on social media, the festival website, radio and television advertising and signage at the festival. Our sponsor package includes VIP parking, preferred seating near the main stage, meal vouchers, complimentary beer and wine, and access to the VIP designated area.

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

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Photo © Warren Linhart

SPONSORSHIP PACKAGES

TITLE SPONSOR (LIMIT 1) **\$50,000**

- Naming rights for your company as presenter of the New York State Blues Festival with chance to lock it in for three years
- Promotional rights to reference as the premier sponsor
- Company representatives share main act intros
- Numerous company name mentions from the main stage
- Twelve thirty-second video advertisement (provided by sponsor) of your company to be shown between acts on LED screens
- Company name and logo on LED screens multiple times during the festival
- Company logo prominently displayed on the stage banners
- Featured on festival social media accounts
- Company name included on festival promotions and merchandise
- Sponsorship link and logo on festival website
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 60 people per day)

MAIN STAGE (LIMIT 1) **\$25,000**

- Main Stage named for your company
- Promotional rights to reference as Main Stage Sponsor
- Opportunities for artist introductions on stage
- Numerous company name mentions from the main stage
- 7 thirty-second video advertisement (provided by sponsor) of your company to be shown between acts on the LED screens; twice Thursday, twice Friday and three times on Saturday
- Company name/logo on LED screens several times a day
- Company logo prominently displayed on stage banner
- Featured on festival social media accounts
- Company name included on festival promotions
- Sponsorship link and logo on festival website
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 40 people per day)

BLUES CLUB VIP AREA (LIMIT 1) **\$20,000**

- Your name associated exclusively with the VIP area
- Promotional rights to reference as the Blues Club Area Sponsor
- Company banner, provided by sponsor, displayed at the VIP area
- Numerous company name mentions from the main stage
- 4 thirty-second video advertisements (provided by sponsor) of your company to be shown on LED screens between acts; once Thursday, once Friday and twice on Saturday
- Company name/logo on LED screens several times a day
- Company logo on main stage banner
- Featured on festival social media accounts
- Company name included in festival promotions
- Sponsorship link and logo on festival website
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 30 people per day)

KJ JAMES YOUTH SCHOLARSHIP (LIMIT 1) **\$10,000**

- Naming rights as the sponsor of the KJ James Youth Scholarship
- Company mentions from the main stage as provider of the KJ James Youth Scholarship awards
- Sponsorship link and logo on festival website linked to the scholarship award
- Company mentions from main stage
- Company name/logo on LED screens several times a day
- Company logo on main stage banner
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 16 people per day)

Your contribution may be tax deductible!

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SPONSORSHIP PACKAGES

BLUES IN THE SCHOOLS (BITS) (LIMIT 1) **\$10,000**

- Naming rights as the sponsor of Blues In The Schools
- Company mentions from the main stage as sponsor of Blues In The Schools
- Sponsorship link and logo on festival website linked to the BITS program
- Company mentions from main stage
- Company name/logo on LED screens several times a day
- Company logo on main stage banner
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 16 people per day)

BLUES IGNITION (LIMIT 1) **\$10,000**

- Naming rights as the sponsor of Blues Ignition
- Company mentions from the main stage as sponsor of Blues Ignition
- Sponsorship link and logo on festival website linked to Blues Ignition
- Company mentions from main stage
- Company name/logo on LED screens several times a day
- Company logo on main stage banner
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 16 people per day)

SIDE STAGE (LIMIT 1) **\$10,000**

- Naming rights as the sponsor of the Side Stage
- Company mentions from the main stage as sponsor of the Side Stage
- Exclusive signage for Side Stage
- Sponsorship link and logo on festival website
- Company mentions from main stage
- Company name/logo on LED screens several times a day
- Company logo on main stage banner
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 16 people per day)

COMMUNITY TENT (LIMIT 1) **\$10,000**

- Naming rights as the sponsor of the Community Tent
- Company mentions from the main stage as sponsor of the Community Tent
- Exclusive signage for Community Tent
- Sponsorship link and logo on festival website
- Company mentions from main stage
- Company name/logo on LED screens several times a day
- Company logo on main stage banner
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 16 people per day)

BLUES PARTNER **\$5,000**

- Prominent stage mentions during breaks and prior to band performing
- Company name/logo on LED screens several times a day
- Company logo on stage banner
- Company name and logo on signage and inclusion in festival program
- Featured on festival social media accounts
- Sponsorship logo and website link on the festival website
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 8 people per day)

BLUES SUSTAINER **\$2,500**

- Sponsorship link and logo on festival website
- Company mentions from main stage
- Company name/logo on LED screens several times a day
- Company logo on stage banner
- Company name and logo on signage and inclusion in festival program
- VIP parking, preferred seating near the main stage, meal vouchers, beer and wine included, VIP tented area (for 4 people per day)

Your contribution may be tax deductible!

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Need more information? Visit nysbluesfest.com or contact us at sponsors@nysbluesfest.com

2027 NYS Blues Festival Sponsorship Invoice

Congratulations on becoming a sponsor of the New York State Blues Festival!

Your support helps us keep the blues alive in Central New York.



Contact Information

Company Name _____

Address _____

Website _____

Contact Name _____

Phone Number _____

Email Address _____

Special Consideration/Comments _____

Sponsorship Level

- ☐ \$50,000 – **Title Sponsor**
- ☐ \$25,000 – **Main Stage**
- ☐ \$20,000 – **Blues Club VIP Area (SOLD)**
- ☐ \$10,000 – **KJ James Youth Scholarship (SOLD)**
- ☐ \$10,000 – **Blues In The Schools Program**
- ☐ \$10,000 – **Blues Ignition Student Band**
- ☐ \$10,000 – **Side Stage**
- ☐ \$10,000 – **Community Tent**
- ☐ \$5,000 – **Blues Partner**
- ☐ \$2,500 – **Blues Sustainer**
- ☐ Other – _____

Please send your check for the amount noted above, along with this completed form to:

New York State Blues Festival, Inc.
PO Box 384, Syracuse, NY 13201

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

The New York State Rhythm and Blues Festival, Inc. reserves the right to determine who is eligible to be an official sponsor of its events. Applicants for sponsorship must be able to provide financial and/or in-kind support in an amount or quantities determined by the New York State Rhythm and Blues Festival, Inc. as necessary to assist in funding of the event. Applicants for sponsorship must not be of a nature that they will discourage family attendance at the event or pose a substantial risk of engaging in activities contrary to the purpose of the event or the corporate purposes of the organizers. Sponsors shall be selected without regard to the viewpoint they desire to express. The sponsors must submit and obtain approval of a marketing plan in accordance with the standards set forth in the Sponsorship Agreement.