



SummerFest Weekend

Blues
N
BREWS
FESTIVAL

Pig
n
Pepper
FEST

AUGUST 20-21, 2011

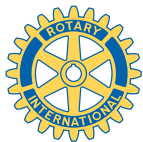
SATURDAY: Blues'N' Brews Festival

SUNDAY: Pig'N' Pepper Fest

Become a Sponsor!

CONTACT:

Westford Rotary Charitable Endowment Inc.
P.O. Box 231, Westford, MA 01886



MARKETING DIRECTOR:

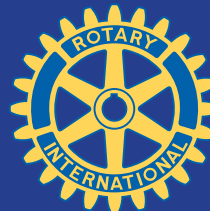
Bill Brooks 978-807-4793 wbrooks18@comcast.net

SPONSORSHIP CO-CHAIR:

Marshall-Ben Tisdale 978-692-5665 Marshall-Ben.Tisdale@edwardjones.com

BLUES'N'BREWS FESTIVAL FOUNDER & DIRECTOR

Kathi Duprey 978-772-3612 kaduprey@yahoo.com



**ALL PROCEEDS
TO CHARITY**

*Sponsorship
Marketing &
Advertising Opportunities*



Blues 'n' Brews

SATURDAY, AUGUST 20, 2011

PRESENTING SPONSORSHIP
with Premium Benefits Package
may be available – inquire if interested.

MAJOR SPONSORSHIPS

Platinum Sponsor.....\$5,000
Gold Sponsor.....\$2,500
Silver Sponsor.....\$1,000

BANNER SPONSORSHIPS

Banner/Ad/Ticket Pkg.....\$500
Banner Only.....\$300

SPECIAL SPONSORS

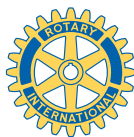
Commemorative Cup Sponsor...\$2,500
Commemorative CD Sponsor....\$2,500
Goodie Bag Item Donor.....in-kind
Prize Donor.....in-kind

PROGRAM BOOK ADS

Full Page.....\$150
Half Page.....\$100
Quarter Page.....\$75
Eighth Page.....\$50

VENDOR BOOTHS

Food Booth.....\$550
Large Snack Booth.....\$300
Small Snack Booth.....\$150
Retail or Craft Booth.....\$95
Non-Brewer Table
inside Brew Tent.....\$400
Other Premium Position Field Space
is available; inquire if interested



**ALL PROCEEDS
TO CHARITY**

EVENT DESCRIPTION

6 Award Winning **Live Blues Bands**,
emceed by premier east cost rock & blues
DJ Carter Alan from WZLX Boston, and
co-promoted by the Boston Blues Society;
Gourmet Microbrew Beer Tasting
from 30-40 Regional & Craft Breweries,
including traditional English style Cask Ale;
Barbecue and other Food Vendors,
Craft Booths, Midway Games,
Raffles & Prizes

Ticket Prices: \$25-35

VIP Reception with Full Catered Buffet: \$95

Average Attendance* 2500

primarily age 25-50

MAJOR SPONSOR BENEFITS INCLUDE:

PLATINUM: all benefits of Gold, PLUS**...

- Inclusion in Radio & Newspaper advertising
- Banner on Stage
- 2 Full Page Program Book Ads (or 2pg Spread)
- 10 VIP Passes (including catered buffet with the bands, VIP parking, Goody Bag and More)
- PREMIUM POSITION for Ads, Banners, Booths, etc.

GOLD: all benefits of Silver, PLUS**...

- Logo on Main Event Banner
- Logo on Posters, T-shirts, VIP Bag
- Vendor Booth Space
- Your Marketing Materials Distribution at Gate
- Full Page Program Book Ad
- 4 VIP Passes (or 12 Regular Event Passes)

SILVER:

- Half Page Program Book Ad
- Logo Banner Displayed Prominently at Event
- Logo & Link on Web Site
- Logo & Link on Email Promos
- Recognition by MC on Stage
- Recognition in Sponsor Listings
- 4 Regular Event Passes



Pig 'n' Pepper Fest

SUNDAY, AUGUST 21, 2011

PRESENTING SPONSORSHIP
with Premium Benefits Package
may be available – inquire if interested.

EVENT DESCRIPTION

Family-focused Festival

featuring activities for all ages, including:
Tailgate BBQ Contest, Battle-of-the-Bands,
Kiddie Rides, Bouncy Town, Face Painting,
Kiddie Train, Hayrides, Pony Rides/Petting Zoo,
Yard Sale, Balloon Rides,
Crafters, Vendors, Beer Garden,
Rock Climb, Midway Games,
Garden Club Cutting Sale
Food Drive & Electronics Recycling

Ticket Prices: \$5-10

VIP Food Tasting Pavilion: \$20

Average Attendance* 4000

All Ages / Family-Friendly

MEDIA & PROMOTION

As a Sponsor, Advertiser or Vendor, you'll benefit from all of our advertising and promotion:

- Advertising on multiple 50,000-watt radio stations
- Major newspaper coverage
- Announcements & interviews on Radio and Cable TV
- On-air CD and Ticket giveaways
- Featured in regional & national event calendars
- Extensive list of press release contacts
- Year-long promotion through Contests, Prize Giveaways, and Social Media "Loyalty" Marketing

SPECIFICALLY FOR BLUES'N'BREWS:

- Promoted on regional blues radio & Internet shows
- Promoted to Blues Trust/Boston Blues Festival & Boston Blues Society mailing lists
- Co-promoted by beer industry organizations
- Advertising and editorial coverage in regional brewing & music industry journals

MAJOR SPONSORSHIPS

Platinum Sponsor.....\$5,000
Gold Sponsor.....\$2,500
Silver Sponsor.....\$1,000

BANNER SPONSORSHIPS

Banner/Ad/Ticket Pkg.....\$500
Banner Only.....\$300

SPECIAL SPONSORS

Beer Garden Sponsor.....in-kind
Goody Bag Sponsor.....\$1,000
Goody Bag Item Donor.....in-kind
Prize Donor.....in-kind

COUPON BOOK ADS

Coupon or Ad Spot (1/5 pg).....\$100
Half Size Spot.....\$75
Supporter Listing.....\$30

VENDOR BOOTHS

Food Booth.....\$550
Large Snack Booth.....\$300
Small Snack Booth.....\$150
Retail or Craft Booth.....\$95
Food Tasting Pavilion Booth
.....in kind
Other Premium Position Field Space
is available; inquire if interested



2-DAY SPONSORS: 50% off 2nd Day Sponsorship Amount!

Sponsor Levels do NOT have to be the same each day; discount applies on lower amount.

**Ad and ticket benefits are listed in total rather than additional amounts. *Attendance numbers based on past 10 years of Blues'N'Brews, and attendance estimates from the wildly popular "Pig & Pepper" formerly held at Kimball Farm.