



P.O. Box 691205 Vero Beach, FL 32969 | Tel: 772-492-6105

Sponsorship Opportunity Information



Why Sponsor

The Vero Beach Blues Festival on Feb. 24th & 25th, 2024 is a major two-day music festival community event located at the Indian River County Fairgrounds. The event can provide high visibility for your product, brand or service to a targeted and qualified audience. Our festival goers are happy people ready to mix and mingle for hours at a time and in many cases over two full days. We see 14,000 + attendees each year and this event continues to grow larger each year.

Who Are Our Attendees?

- 85% are homeowners
- 80% are age 30 to 65
- 60% Male 40% Female
- 50% have a household income greater than \$90K
- 90% purchase something at the festival
- 60% Indian River County Residents, 15% Brevard County Residents, 15% Saint Lucie County Residents, 10% from out of the tri-county area.



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Event Title Sponsor Package!

Co-Brand the Entire Event with Us!

The King of Blues Title Sponsor - \$5,500.00 One Available

- **Full media inclusion**- Your business name and logo will be advertised everywhere the event is advertised (Full media inclusion). You will be on cable TV, In multiple newspapers, multiple radio stations, paid social media ads, emails, logo and link on website, etc... In total your sponsorship at this level will be advertised in approx. \$20,000.00 worth of marketing over a 7-10 day period for community saturation.
- **Naming rights** - The title of the event will include your company name, as follows: "The Vero Beach Blues Festival Presented by [YOUR COMPANY NAME HERE]." It will be prominently displayed in all signage, advertising, promotional materials, and press releases and on the event website and Facebook event pages, email blasts, festival shirts etc...
- Up to 6 advertising banner placements at the event. (Banners provided by sponsor) includes large main stage main banner presence. *Size banners to be discussed*
- Up to 10'x20' display area to advertise your title sponsor business. Must supply own tents tables & chairs. Can be located in the vendor marketplace or almost anywhere else at the event
*Some restrictions apply - must be approved by promoter
- Live PA mention of sponsor several times on main stage
- Brand your company in the VIP Section by offering a swag bag OR single promotional item for each seat. (no loose paper please) *If a VIP section is offered at this event*
- 30 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- Logo and link on website
- 40 General Admission Tickets
- 8 VIP arm bands for VIP seating access which includes the first beer, wine or cocktail complimentary plus private portable restrooms for VIP area only. VIP is a secured entry area. *If a VIP section is offered at this event*
- You will have sponsor exclusivity in your business industry (No other lower level sponsors in your industry will be permitted as a sponsor).
- Business name on festival promo shirts
- First right of refusal for the next event
- **\$14,000.00 Value**



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Chicago Blues Bar Sponsor - \$4,000.00

Be part of the Blues Festival brand with naming rights at all of the event bars. We will have a large 50 ft. bar set up in the Blues Lounge as well as many other locations around the event grounds to make sure our guest are never thirty.

- **50% media inclusion**- Your business name and logo will be advertised where the event is advertised. You will be on cable TV, In multiple newspapers, paid social media ads, email blasts, logo and link on website, etc... In total your sponsorship at this level will be advertised in approx. \$15,000.00 worth of marketing over a 7-10 day period for community saturation.
- **Naming rights** - This level gets your brand displayed at all bars in & around the event. You're welcome to all types of signage that is approved by promoter. Examples: banners, swooper flags, branded coasters, coozies, napkins. Included in advertising, promotional materials, and press releases and on the event website and Facebook event pages, email blasts, etc...
- Up to 6 advertising banner/swooper flag placements at the event. (Banners provided by sponsor) includes main stage banner presence. *Size banners to be discussed*
- Up to 10'x10' display area to advertise your business. Must supply own tents tables & chairs. Can be located in the vendor marketplace or almost anywhere else at the event *Some restrictions apply - must be approved by promoter
- Live PA mention of sponsor on main stage
- Brand your company in the VIP Section by offering a swag bag OR single promotional item for each seat. (no loose paper please) *If a VIP section is offered at this event*
- 20 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- Logo and link on website
- 30 General Admission Tickets
- 6 VIP arm bands for VIP seating access which includes the first beer, wine or cocktail complimentary plus private portable restrooms for VIP area only. VIP is a secured entry area. *If a VIP section is offered at this event*
- You will have sponsor exclusivity in your business industry (No other lower level sponsors in your industry will be permitted as a sponsor).
- First right of refusal for the next event
- **\$11,000.00 Value**



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The Juke Joint Exclusive Blues Lounge Sponsor - \$3,000.00

Be the ONLY sponsor in & around the Blues Lounge - biggest shaded area of the event! Will be advertised as the [business name] Blues Lounge. VERY busy day & night, dedicated adult beverage bar, cigar bar attached, lights, seating, tables all near the main stage with seating for about 700 at any given time! This is where the party rocks!

- Multi-thousands of people filtering through this 60' x 150' Blues Lounge near the stage over 2 days!
- You will be the only advertising banners at this section. *(bar within could include Silver level brand)*
- Up to 5 advertising banner placements at the event. (Banners provided by sponsor) includes above blues lounge for main banner presence. *Size banners to be discussed*
- Brand your company in the Blues Lounge Tent by offering a single promotional item at all tables or handing out. (no loose paper please)
- Brand your company in the VIP Section by offering the branded swag bag OR single promotional items for each ticketed person. *If there is a VIP area at the event*
- 20 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- One 10x10 booth presence at event for your business: Must supply your own tent, tables & chairs. Can be located in the vendor marketplace or near your branded Blues Lounge tent
- *Some restrictions apply - must be approved by promoter
- 20 general admission tickets
- 4 VIP arm bands for VIP seating access which includes the first drink on us plus private portable restrooms for VIP area only. *VIP is a secured entry area. If a VIP section is offered at this event*
- Logo & link on event website
- Business name/logo in half of newspaper ads
- First right of refusal for the next event
- **\$8,000.00 Value**



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The Cross Roads Exclusive Blues Dining Tent Sponsor - \$1,500.00

Be the **ONLY** sponsor in & around the big Blues dining 40' x 120' tent with seating for about 400 at any given time! Right next to food row . Will be advertised as the [business name] Blues Dining Tent. VERY busy all day and night, adult beverage bar nearby, lights, seating, tables all near the vendor marketplace with 120 booths and a distant view of the main stage. (Opposite side of event from the Blues Lounge sponsorship tent)

- Multi-thousands of people filtering through this 40' x 120' dining tent near food row and the vendor marketplace over 2 days!
- You will be the only advertising banners, promotional items or anything else that markets your business at this section
- Up to 5 advertising banner placements at the event. (Banners provided by sponsor) includes above blues lounge main banner presence. *Size banners to be discussed*
- 15 social media mentions with logo and link to site or tag to social media page.
- One 10x10 booth presence at event for your business: Must supply your own tent, tables & chairs. Can be located within the vendor marketplace or near your branded Dining Tent area.
*Some restrictions apply - placement must be approved by promoter
- 12 general admission tickets
- 2 VIP arm bands for VIP seating access which includes the first drink on us plus private portable restrooms for VIP area only. VIP is a secured entry area. *If a VIP section is offered at this event*
- Logo & link on event website
- Business name/logo in 25% newspaper ads
- First right of refusal for the next event
- **\$6,000.00 Value**



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Delta Blues Event Sponsor - \$600.00

A budget friendly business presence in front of thousands of happy music festival attendees!

- Includes Two 3 foot x 5 foot banner or smaller. Placed in a high visibility area of the event. Sponsor supplies their own banners.
- Some newspaper advertising where applicable.
- 5 social media mentions with logo and link to site or tag to social media page.
- 6 general admission tickets
- Business logo and link on website and announced on event social media pages
- Business logo and link included in email marketing to 8,000+ Blues Fest interested attendees.
- One Free exhibitor 10x10 booth if you want an on-site promo booth within vendor marketplace. Sponsor provides pop up tent, table & chairs for the tent.

Six String Banner Sponsor - \$300.00

A budget friendly business presence in front of thousands of happy music festival attendees!

- Includes two 3 foot x 5 foot banners or smaller. Placed in a high visibility area of the event. Sponsor supplies their own banners.
- Some newspaper advertising where applicable.
- mentioned on social media with logo and link to site or tag to social media page.
- Business logo and link on website and announced on social media pages
- Business logo and link included in email marketing to 8,000+ Blues Fest interested attendees.
- 50% Discount on an exhibitor 10x10 booth if you want an on-site promo booth all weekend. Sponsor provides pop up tent, table, & chairs for the tent.

If you want to receive a powerful marketing engine and value for your business, please consider becoming a sponsor of the Vero Beach Blues Festival
Contact info@latitude88.com or 772-492-6105

Note: your sponsorship is considered an advertising expense and not tax deductible.

See us online:

www.VeroBluesFest.com

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