



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

Sponsorship Opportunity Information



Why Sponsor

The Vero Beach Blues Festival 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. There were 14,000 + attendees at the 2022 event.

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!

Title Sponsor - \$3,500.00 ~~One Available~~ *Fulfilled*

- **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 5 advertising banner placements at the event. (Banners provided by sponsor) includes large main stage main banner presence.
- 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
- 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 in 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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Exclusive Blues Lounge Sponsor - \$2,000.00 One Available

Be the ONLY sponsor in & around the Blues Lounge. 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 350 at any given time! This is where the party rocks!

- Multi-thousands of people filtering through this 50' x 150' Blues Lounge near the stage over 2 days!
- You will be the only advertising banners at this section.
- Up to 4 advertising banner placements at the event. (Banners provided by sponsor) includes above blues lounge main banner presence.
- Brand your company in the Blues Lounge Tent by offering a single promotional item in each seat or entry bucket. (no loose paper please - coozies suggested)
- Brand your company in the VIP Section by offering a swag bag OR single promotional item in each seat. (no loose paper please) *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 almost anywhere else at the event
- *Some restrictions apply
- 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 all newspaper ads
- Business name on festival promo shirts
- You will have sponsor exclusivity in your business industry (No other equal level sponsors in your industry will be permitted as a sponsor).
- First right of refusal for the next event
- **\$8,000.00 Value**



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Exclusive Blues Dining Tent Sponsor - \$1,500.00 One Available

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 180 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 125' 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 4 advertising banner placements at the event. (Banners provided by sponsor) includes above blues lounge main banner presence.
- 15 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 almost anywhere else at the event
- *Some restrictions apply
- 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 all newspaper ads
- Business name on festival promo shirts
- First right of refusal for the next event
- **\$6,000.00 Value**



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Bronze Event Sponsor - \$600.00 ~~Three Available~~ *(Two Available)*

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 the banner.
- Business name/logo in 25% paid social media or newspaper ads
- 5 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- 6 general admission tickets
- 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.
- One Free exhibitor 10x10 booth if you want an on-site promo booth all weekend. Sponsor provides pop up tent and all marketing materials/giveaways for the tent.

Banner Sponsor - \$300.00 **Ten Available**

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 the banner.
- 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 and all marketing material 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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