

Paoli Sings the BLUES Oct. 2, 2010



A Full Day of Celebration !!

Blues Bands performing at Businesses

Family Street Fair

Food & Fun for all ages

Date: Oct. 2, 2010

Noon to 6:00pm

Artist: Dane Tilghman

Sponsorship Levels:

Sponsorship Levels:

- \$30,000 Big Daddy Blues
(Big Daddy - One & Only Grand Sponsor)
- \$10,000 Memphis Blues
- \$5,000 Big Easy Blues
- \$2,500 Mississippi Blues
- \$1,000 St. Louis Blues
- \$500 Hillbilly Blues

What sponsors get: Different levels of the following:

Logo on website with hot link to their site; logo or name in print advertising, PR, electronic promotion or signage, in event schedule program, signs at performances, guest at sponsor/press party, get to introduce the acts at venues, reserved seating, to all events, sponsors' party and preferred parking, and free table at street fair.

\$30,000 Big Daddy Blues (Big Daddy - One & Only Grand Sponsor)

Includes:

- Fest Named after Sponsor
- Company Name and Logo Displayed on all promotional opportunities/materials
- All Day Hospitality Tent at Main Stage Area - with Refreshments
- Acknowledged on stage and company representative introduces performers
- Pre-Show Breakfast
- Blues Band in tent between Main Stage entertainment
- On Fest Website with link to company site
- In all advertising and PR
- Preferred parking and transportation
- Signed posters and Commemorative T-Shirts for guests
- Page in Main Line Today Spotlight dedicated to the Paoli Blues Fest - Sept. Issue

\$10,000

- Company Name and Logo Displayed on all promotional opportunities/materials
- Hospitality area at Main Stage - with Refreshments
- Acknowledged on stage and company representative introduces performers
- Blues Band in Hospitality area between Main Stage entertainment
- On Fest Website with link to company site
- In all Advertising and PR
- Preferred parking and transportation
- Signed posters and Commemorative T-Shirts for guests (4 - 6)
- ½ Page in Main Line Today Spotlight dedicated to the Paoli Blues Fest - Sept. Issue

\$5,000 Big Easy Blues

Includes:

- Company Name and Logo Displayed on all promotional opportunities/materials
- In all advertising and PR
- Signed framed poster
- Logo on Fest Website with link to company site
- Acknowledged on main stage and company representative introduces performers
- Preferred parking
- Signage at entertainment venue
- Featured in promotional Eblasts
- Free 2 Tents & Table/Chairs at Street Fair
- On Blues website with link to own site - paolibluesfest.com
- Featured and a 1/4 Page Ad in Main Line Today Spotlight dedicated to the Paoli Blues Fest - Sept. 2010 Issue

\$2,500 Mississippi Blues

Includes:

- Prominent visibility and individual feature in Main Line Today Magazine Spotlight dedicated to Paoli Blues Fest - Sept. 2010 Issue
 - Spotlight distributed by circulation, newsstands, given out at retailers prior to Fest, used the day of the event as the Fest Program (155,000 distribution)
- Logo In advertising - Main Line Today Magazine, in newspapers
- Logo on Fest Signage, handouts, posters
- Logo on Street Banner - across Rte. 30
- Logo Displayed in promotional Eblasts and Program
- Logo on Fest Home Page - paolibluesfest.com - with link to company site
- Signed Fest Poster
- Free 2 Tents & Table/Chairs at Street Fair
- Sponsor's name prominently on back of T-shirt
- 4 Fest T-shirts signed by artist - Dane Tilghman
- Preferred parking
- Included in PR

\$1,000 St. Louis Blues

Includes:

- Listed as sponsor in Main Line Today Spotlight dedicated to the Paoli Blues Fest - Sept. Issue
- Logo In advertising
- Logo Displayed in promotional Eblasts and Program
- On Fest Website with link to company site - paolibluesfest.com
- Free Tent & Table/Chairs at Street Fair
- Signed Fest Poster
- Reserved parking

\$500 Hillbilly Blues

Includes:

- Name on Posters
- On Fest Website with link to company site
- Access to the Hospitality Tent
- Name Displayed in promotional Eblasts
- Free Tent & Table/Chairs at Street Fair
- On Blues website with link to own site - paolibluesfest.com

\$175 for Set Up Table for daytime street fair festivities
(\$150 if reserved before May 2010)

Can also sponsor:

- Stage set up - \$2,500 - Signage
- Major Blues Band - \$2,500 - \$5,000 - Exclusive Signage and Introduction of performers
- Information Booth - \$500 - Exclusive Signage
- Event Tents - \$2,500 - Exclusive Signage
- Sponsor Street Banner - \$2,500 - Exclusive Signage
- Posters/print advertising/radio - \$1,500 - will be featured on pieces and in radio spots - need multiple sponsors

Our Mission:

To bring Paoli residents, the arts and the business community together through an event with outstanding vitality while creating enhanced commercial visibility and opportunities to generate increased commerce for the business members that bring returned visitors/customers long after the music is only a memory.

Won't you be a part of the excitement?!

Contact information:

Sponsorship Chair: John Fattibene, Harvest Financial Partners OR Marie Thibault
610-240-4741 610-296-7443
john@harvestfp.com marie@partnersadv.com

2nd Paoli Sings the BLUES - Oct. 2, 2010



A Full Day of Celebration !!

Blues Outdoors & Main Stage Concert

Family Street Fair

Food & Fun for all ages

The Best Blues Bands in the Philadelphia Area

Artist: Dane Tilghman

I would like to be a Paoli Blues Fest Sponsor at the _____ Level.

Name: _____

Business: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Amount: _____ Check Number _____

Special Comments: _____

I will send in my check made out to:

Paoli Blues Fest, Inc. to: c/o HFP, 159 W. Lancaster Avenue, Suite #3, Paoli, PA 19301

Questions? Visit: www.paolibluesfest.com