



Thank you for letting us present to you with sponsorship opportunities for The 23rd Annual Riverwalk Blues and Music Festival.

The Riverwalk Blues and Music Festival is one of the most nationally recognized Blues Festivals in the United States. It began in 1987 with John Lee Hooker, Buddy Guy, and John Mayall headlining, along with 8 local acts on 2 outdoor stages and one indoor stage.

The festival maintains the original theme of the blues, but also incorporates many other styles of "American" roots music, including, Zydeco, Rock, Swing, Jazz, Jam, Rhythm and Blues, Soul and maybe even some Latin influenced music and bands. National acts include some of the greatest blues legends.

The festival entertains patrons along the Fort Lauderdale Riverwalk with stages located at Bubier Park and the Downtowner Saloon showcasing local, regional and national talent. The 23rd Annual Riverwalk Blues and Music Festival is programmed for February 18th, 19th 2012.

Previous performers include John Lee Hooker, Buddy Guy, Etta James, Johnny Winter, John Mayall, Koko Taylor, Hot Tuna, James Cotton, The Whiskey Store with Jimmy Thackery & Tab Benoit, Robert Randolph and The Family Band, and The Jaco Pastorius Big Band.

During it's most recent past Years The Riverwalk Blues and Music Festival has hosted up to 5000 people a day, ranging from age 25 to 65 thanks to its variety in music, with it's strongest target 35 – 50, the average consumption of these visitors is \$150 a day at festival grounds only including admission, official merchandise, vendor crafts, music, food and liquor.

The Riverwalk Blues and Music Festival is considered a major national event for sponsors, with its extensive annual electronic and print media coverage.

The RBMF features an extensive website that is viewed by thousands of people globally, at www.riverwalkbluesfestival.com and www.riverwalkblues.com Sponsor logos are included on the website.

Please revise the different levels of sponsorship available and feel free to contact us if you wish to make the RBMF one of your marketing tools for this year.

Best regards

Gerardo Lopez III
Producer
Riverwalk Blues and Music Festival

Produced by [Blueheart Productions Co.](http://www.blueheartproductions.com)
4670 NE 5th Terrace, Ft. Lauderdale Florida 33334
ph: 786-380-0866 * 954-829-4173 - fx: 954 4890303
www.riverwalkbluesfestival.com



SPONSORSHIP LEVELS

23rd RIVERWALK BLUES AND MUSIC FESTIVAL Feb 18-19 2012

- NAME PRESENTER:** NAME presents the 23rd RIVERWALK BLUES & MUSIC FESTIVAL
Sponsorship Donation: \$20,000.00
- MAIN OUTDOOR STAGE PRESENTER** This Stage will be named after your company
Sponsorship Donation: \$15,000.00
- SIDE STAGE PRESENTER** This stage will be sponsored by your company
Sponsorship Donation: \$10,000.00
- ASSOCIATED SPONSOR** Your Brand to sponsor the whole event with other fellow supporters
Sponsorship Donation: \$5,000.00
- CLOSING JAM** Your Brand to sponsor the official closing jam every night
Sponsorship donation \$3000.00 donaiton
- MEDIA SPONSOR:** Monetary or In Kind Sponsorship Donation: \$10,000.00
- BLUES SUPPORTER:** You can support the event for any denomination between \$500-\$2000

SPONSORS ADDITIONAL BENEFITS

	PRESENTS	MAIN/SIDE	ASSOCIATED	JAM	MEDIA	SUPPORT
Logo	All	P,Pr,F,T,W,A	P,Pr,F,T,W, A	P,Pr,F, W,A	P,Pr,F,W,A	Pr,W,A
Program Ad	Full Back	Full	Full odd	Half	Half	Quarter
Banners Pl.	2 3x5 Stage	2 3x5 Stage	1 3x5 Stage	1 3x5 MRS	2 3x5 stage	No
Web Link	Index	Index	Sponsor	Sponsor	Sponsor	Sponsor
Axs Pass	4 ALL	2 ALL	2 VIP	2 VIP	2 MEDIA	NO
Comp Tx	8-3 day	6-3 day	4-3 day	2-3 day	4-3 day	2-3 day
10x10 Booth	YES	YES	YES	YES	YES	NO
Soliciting	YES	YES	NO	NO	YES	NO
Pre/post Advertising Tv/Radio/web	YES	YES	YES LIMITED	YES/NO	YES/NO LIMITED	NO

P= Poster, Pr= Program, F= Flyer, T= Ticket, W= Sponsor Webpage, A= Printed Ads

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OTHER OPPRTUNITIES

EVENT TICKET

Back of Event Ticket Ad \$750.00

WEB ADS

Promote Your Business to a Direct Music and Entertainment Market Buying Audience

Home Page: **Banner Ad on main page..... \$800.00**
 Remains on Home page through July 1, 2013 Ads will change for the 2013 fest 7/1/12. Also includes Logo ad at Sponsors page w/biz link

Performers Page: **Banner ad on Performers page..... \$500.00**

Sponsors Page/Blues Supporter Add \$200.00
 If you are a sponsor your ad on this page is FREE.
Sponsors also receive a Free Logo Ad on the Home Page

Hotel/Travel Page: Banner Ads on this page for Hotels & Travel companies with complete description of the hotel & location or service

Top Position.....\$800.00
 Other positions.....\$300.00
(Hotel/Travel ads are conditional on whether we obtain a Hotel/Travel Sponsor)

All Other Pages at this site: Choose the page you want \$100.00

PROGRAM ADS

The Riverwalk Blues and Music Festival prints 10000 copies of its program to be distributed free during the event at the Festival grounds the pricing for advertising on it is:

INSIDE FRONT PAGE (8.5 x 5.5) Full Color	\$1000.00
BACK PAGE RESERVED FOR PRESENTING SPONSOR	
INSIDE BACK PAGE	\$ 700.00
FULL PAGE AD (8.5 x 5.5)	\$ 500.00
HALF APGE (8.5 x 2.75)	\$ 300.00
QUARTER PAGE (4.25 x 2.75)	\$ 150.00

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23rd RIVERWALK BLUES AND MUSIC FESTIVAL Feb 18-19-2012

Name Presenter Detail \$20,000.00

YOUR COMPANY or **YOUR PRODUCT** presents The 23rd Riverwalk Blues and Music Festival

ALL TV, RADIO AND PRINT ADVERTISEMENT WILL NAME YOUR COMPANY AS PRESENTER SPONSOR

YOUR COMPANY LOGO ON FRONT PAGE OF OFFICIAL FESTIVAL PROGRAM

FULL BACK PAGE AD IN OFFICIAL PROGRAM IN COLOR (8.5in x 5.5in)

YOUR COMPANY LOGO ON RBMF POSTERS, 40,000 POSTCARDS & FLYERS

COMPANY LISTED AS PRESENTER SPONSOR ON ALL PRESS RELEASES and PUBLICITY FROM PRINT COVERAGE OF 23rd ANNUAL RBMF

10 X 10 BOOTH SET UP WITH TABLE AND TWO CHAIRS FOR PROMOTION AND OR SALES

COMPANY'S NAME MENTIONED AS PRESENTER SPONSOR DURING STAGE ANNOUNCEMENTS.

UP TO 10 BANNERS DISPLAYED AT FESTIVAL GROUNDS (COMPANY TO PROVIDE BANNERS) 3x5 max.

UP to 2 BANNERS ON MAIN STAGE 3x5 max.

INTERNET LINK FOR THE WHOLE YEAR AT WWW.RIVERWALKBLUESFESTIVAL.COM ON FRONT PAGE AND SPONSORS PAGE.

4 ALL ACCESS PASS AND 8 3DAY COMPLIMENTARY TICKETS

SOLICITING WITHIN PATRONS IS ALLOWED ON FESTIVAL GROUNDS WITH THIS SPONSORSHIP LEVEL

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23rd RIVERWALK BLUES AND MUSIC FESTIVAL Feb 18-19 2012

Main Outdoor Stage Presenter Detail \$15,000.00

The Outdoor Stage will be named after **YOUR COMPANY** or **PRODUCT**

ALL TV, RADIO AND PRINT ADVERTISEMENT WILL NAME YOUR COMPANY AS SPONSOR

YOUR COMPANY LOGO ON FRONT PAGE OF OFFICIAL FESTIVAL PROGRAM

FULL PAGE AD IN OFFICIAL PROGRAM IN COLOR (8 1/2 BY 11)

YOUR COMPANY LOGO ON RBMF POSTERS, 40,000 POSTCARDS & FLYERS

COMPANY LISTED AS SPONSOR ON ALL PRESS RELEASES.
PUBLICITY FROM PRINT COVERAGE OF 23rd ANNUAL RBMF

10 X 10 BOOTH SET UP WITH TABLE AND TWO CHAIRS FOR PROMOTION AND OR SALES

COMPANY'S NAME MENTIONED AS SPONSOR DURING STAGE ANNOUNCEMENTS.

UP TO 5 BANNERS DISPLAYED AT FESTIVAL GROUNDS (COMPANY TO PROVIDE BANNERS) 3x5 max.

UP TO 2 BANNERS ON MAIN STAGE 3x5 max.

INTERNET LINK FOR THE WHOLE YEAR AT WWW.RIVERWALKBLUESFESTIVAL.COM ON FRONT PAGE AND SPONSORS PAGE.

2 ALL ACCESS PASS AND 6 3DAY COMPLIMENTARY TICKETS

SOLICITING WITHIN PATRONS IS ALLOWED ON FESTIVAL GROUNDS WITH THIS SPONSORSHIP LEVEL

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23rd RIVERWALK BLUES AND MUSIC FESTIVAL Feb 18-19 2012

Side Stage Presenter Detail \$10,000.00

The Side Stage will be named after **YOUR COMPANY** or **PRODUCT**

ALL TV, RADIO AND PRINT ADVERTISEMENT WILL NAME YOUR COMPANY AS SPONSOR

YOUR COMPANY LOGO ON FRONT PAGE OF OFFICIAL FESTIVAL PROGRAM

FULL PAGE AD IN OFFICIAL PROGRAM IN COLOR (8 1/2 BY 11)

YOUR COMPANY LOGO ON RBMF POSTERS, 40,000 POSTCARDS & FLYERS

COMPANY LISTED AS SPONSOR ON ALL PRESS RELEASES.
PUBLICITY FROM PRINT COVERAGE OF 23rd ANNUAL RBMF

10 X 10 BOOTH SET UP WITH TABLE AND TWO CHAIRS FOR PROMOTION AND OR SALES

COMPANY'S NAME MENTIONED AS SPONSOR DURING STAGE ANNOUNCEMENTS.

UP TO 5 BANNERS DISPLAYED AT FESTIVAL GROUNDS (COMPANY TO PROVIDE BANNERS) 3x5 max.

UP TO 2 BANNERS ON SIDE STAGE 3x5 max.

INTERNET LINK FOR THE WHOLE YEAR AT WWW.RIVERWALKBLUESFESTIVAL.COM
ON FRONT PAGE AND SPONSORS PAGE.

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Associated Sponsor Detail \$5,000.00

The Outdoor Stage will be sponsored by **YOUR COMPANY** or **PRODUCT**

ALL TV, RADIO AND PRINT ADVERTISEMENT WILL NAME YOUR COMPANY AS SPONSOR

YOUR COMPANY LOGO ON FRONT PAGE OF OFFICIAL FESTIVAL PROGRAM

FULL ODD PAGE AD IN OFFICIAL PROGRAM IN COLOR (8 1/2 BY 11)

YOUR COMPANY LOGO ON RBMF POSTERS, 40,000 POSTCARDS & FLYERS

COMPANY LISTED AS SPONSOR ON ALL PRESS RELEASES.
PUBLICITY FROM PRINT COVERAGE OF 23rd ANNUAL RBMF

10 X 10 BOOTH SET UP WITH TABLE AND TWO CHAIRS FOR PROMOTION AND OR SALES

COMPANY'S NAME MENTIONED AS SPONSOR DURING STAGE ANNOUNCEMENTS.

UP TO 5 BANNERS DISPLAYED AT FESTIVAL GROUNDS (COMPANY TO PROVIDE BANNERS) 3x5 max.

UP to 1 BANNERS ON MAIN STAGE 3x5 max.

INTERNET LINK FOR THE WHOLE YEAR AT WWW.RIVERWALKBLUESFESTIVAL.COM ON SPONSORS PAGE.

2 VIP PASS AND 4 3DAY COMPLIMENTARY TICKETS

SOLICITING WITHIN PATRONS IS **NOT ALLOWED** ON FESTIVAL GROUNDS WITH THIS SPONSORSHIP LEVEL WITH EXEPTION OF YOUR BOOTH

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23rd RIVERWALK BLUES AND MUSIC FESTIVAL Feb 18-19 2012
Closing Jam Presenter Detail \$5.000.00

The Closing Jams will be presented by **YOUR COMPANY** or **PRODUCT**

ALL TV, RADIO AND PRINT ADVERTISEMENT WILL NAME YOUR COMPANY AS SPONSOR

YOUR COMPANY LOGO ON FRONT PAGE OF OFFICIAL FESTIVAL PROGRAM

HALF PAGE AD IN OFFICIAL PROGRAM IN COLOR (8.5 x 2.75)

YOUR COMPANY LOGO ON RBMF POSTERS, 40,000 POSTCARDS & FLYERS

COMPANY LISTED AS SPONSOR ON PRE EVENT PRESS RELEASES.
PUBLICITY FROM PRINT COVERAGE OF 23rd ANNUAL RBMF

10 X 10 BOOTH SET UP WITH TABLE AND TWO CHAIRS FOR PROMOTION AND OR SALES

COMPANY'S NAME MENTIONED AS SPONSOR DURING STAGE ANNOUNCEMENTS.

UP TO 2 BANNERS DISPLAYED AT FESTIVAL GROUNDS (COMPANY TO PROVIDE BANNERS) 3x5 max.

UP TO 1 BANNERS ON JAMS STAGE 3x5 max.

INTERNET LINK FOR THE WHOLE YEAR AT WWW.RIVERWALKBLUESFESTIVAL.COM ON SPONSORS PAGE.

2 VIP PASS AND 2 3DAY COMPLIMENTARY TICKETS

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23rd RIVERWALK BLUES AND MUSIC FESTIVAL Feb 18–19 2011

Media Sponsor Detail \$10,000.00 (Monetary or In Kind)

YOUR COMPANY or **PRODUCT** as The Official Press Partner of the RBMF

ALL TV, RADIO AND PRINT ADVERTISEMENT WILL NAME YOUR COMPANY AS SPONSOR

YOUR COMPANY LOGO ON FRONT PAGE OF OFFICIAL FESTIVAL PROGRAM

HALF PAGE AD IN OFFICIAL PROGRAM IN COLOR (8.5 x 2.75)

YOUR COMPANY LOGO ON RBMF POSTERS, 40,000 POSTCARDS & FLYERS

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COMPANY'S NAME MENTIONED AS SPONSOR DURING STAGE ANNOUNCEMENTS.

UP TO 6 BANNERS DISPLAYED AT FESTIVAL GROUNDS (COMPANY TO PROVIDE BANNERS) 3x5 max.

UP to 2 BANNERS ON MAIN STAGE 3x5 max.

INTERNET LINK FOR THE WHOLE YEAR AT WWW.RIVERWALKBLUESFESTIVAL.COM ON SPONSORS PAGE.

2 MEDIA PASS, 2 VIP PASS AND 4 3DAY COMPLIMENTARY TICKETS

10 Single Day PASS for promotions

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BLUES SUPPORTER Detail \$500.00 - \$2000.00

YOUR COMPANY LOGO ON FRONT PAGE OF OFFICIAL FESTIVAL PROGRAM

QUARTER PAGE AD IN OFFICIAL PROGRAM IN COLOR (4.25 x 2.75)

YOUR COMPANY LOGO ON RBMF POSTERS, 40,000 POSTCARDS & FLYERS

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2 3DAY COMPLIMENTARY TICKETS

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