

Sponsorship Opportunities

9th Annual Ferndale Blues Festival

Jan. 29-Feb. 6, 2010

Mark your calendars! Planning is underway for one of the fastest growing and most popular winter events in Southeast Michigan: the Ferndale Blues Festival. The annual music festival, held in downtown Ferndale and neighboring cities, has gained a reputation for showcasing a vast array of notable blues, jazz and rock musicians. In 2009, the festival featured seventy separate concerts and events at 23 venues. More than five dozen volunteers worked the events and we raised more than \$24,000 in proceeds for two local charities.

In 2005 the Ferndale Blues Festival was an official sanctioned event of the Detroit Super Bowl Host Committee.

The Blues Festival will grow again this year. We expect at least 23 participating venues to host up to 5 dozen concerts and related events over a nine-day period. We expect to raise approximately \$25,000 for local charities including [Ferndale Youth Assistance](#) and [Michigan AIDS Coalition](#). Venues include bars, nightclubs, restaurants, entertainment venues, coffeehouses, churches, schools and community centers. More than 20,000 people will attend the events and more than 500,000 people will see the advertisements, editorial coverage and posters.

All contributions, donations, and sponsorships are tax deductible under federal IRS regulations. The Blues Festival is supported by the City of Ferndale, the Ferndale DDA, Ferndale Chamber of Commerce, Oakland County Youth Assistance, MAC and numerous community organizations and media outlets.

See the sponsorship sheet for support and promotional opportunities or please contact:

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Ferndale Area Blues Festival / MAC
429 Livernois
Ferndale, MI 48220
www.ferndalebluesfestival.org

Sponsorship Levels

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Naming Rights **\$ 5,000**

The event will be identified with company name/logo; for example, the “Bud Light Ferndale Area Blues Festival.” (Already reserved for Bud Light)

BB King Level **\$ 2,500**

Corporate name/logo in largest print near the top/name on all materials including posters, flyers, billboard, advertisements, press releases, badges and other promotional materials. Name will be mentioned before the festival at promotional events and at all events for the entire festival during announcements. A total of 10 free VIP passes for admission to all events during the festival. BB King level sponsorships currently available.

John Lee Hooker Level **\$ 1,500**

Corporate name/logo in medium sized print on all posters, flyers, advertisements, press releases, badges and other promotional materials. Name mentioned at most events during the festival during announcements. The business will receive 8 free VIP passes for admission to all events during the festival. This level is currently available.

Alberta Adams Level **\$ 750**

Corporate name on all posters, programs, flyers, ads and press releases. Name mentioned at many events during the festival. This level includes 5 free VIP passes for admission to all events during the festival.

Media Sponsorship

Available to newspapers, magazines, radio and television stations. Based on the above levels, with similar benefits, and can be negotiated toward levels for in-kind support including promotional news stories, photos, ads, listings, etc. in lieu of cash.

Official Blues Festival Venues

Available to bars, clubs, churches, coffee houses, restaurants, schools, and community centers, with agreement to raise funds for the Festival (charities). Minimum of \$400 must be raised through cover charges, corporate contributions, “passing the pig,” raffles, auctions, etc. Open to all Ferndale establishments and others within a one-mile radius of Ferndale. Establishment secures its own band/music/entertainment.

All funds raised/contributed are tax deductible under IRS rules and regulations. MAC and FYA are 501-c 3 charities registered with Michigan and the U.S. IRS.