



2011 BLUES ORGANIZATION
"KEEPING THE BLUES ALIVE" RECIPIENTS

Billtown Blues Assoc Inc. PO Box 2 Hughesville PA 17737 570-584-4480 billtownblues.org

BILLTOWN BLUES FESTIVAL CORPORATE SPONSORSHIP PROGRAM

Plans are now underway for the 22nd Annual Billtown Blues Festival, June 12th in Hughesville PA at the historic Lycoming County Fairgrounds. We appreciate your time to learn about this event and to evaluate the best sponsorship program to serve you while aiding us with needed financial support to continue our effort. Our goal is to produce a culturally significant, family oriented, musical event of the highest possible quality.

The Billtown Blues Festivals started with a small gathering in 1990 but has evolved to a nationally recognized premier blues event drawing fans throughout all of Pennsylvania as well as bordering states and regions. The **record drawing 2009** event pulled patrons from **19 states** as far away as Idaho and California as well as Canada.

The organizers of the Billtown Blues Festival are recognized for bringing to the Susquehanna Valley some of the **world's finest blues talent** combined with an affordable, family oriented event. Out of town visitors can extend their visit by enjoying area biking, hiking, camping, clubs, restaurants, antiquing, shopping and exploring historic downtown Williamsport.

The Billtown Blues Association (BBA), sponsors of the annual Festival, is a non-profit, 501c(3) organization. We publish a monthly newsletter, *The Billtown Blue Notes*, that has received high praise from blues associations and blues artists nationwide. Our purpose is to present quality, family oriented events which honor America's root music, the blues. Each event presents local, regional and national artists who have devoted interest in preserving blues music. Beyond entertaining, each event strives to educate attendees on an important American art form. Please visit our web site for pictures from past festivals and other information about our organization. www.billtownblues.org

The Billtown Blues Festival is designed to be an inexpensive all day event where attendees are permitted to bring food and beverage, creating a family picnic, festive atmosphere. A variety of food and beverage vendors are available as well as artist's wares in craft alley. Historically each BBA event

Bill Van Campen, President Bernie Strosser, Vice President Charlie Lockard, Treasurer Bonnie Tallman Secretary



has been free to those under 16 years old. Our all day ticket price is \$18 in advance and \$23 at the gate. We provide free bus service from Williamsport and offer free parking at the event.

Attendance at the Annual Festival has grown approximately 30% each year reaching over 2700 in 2009. Because of recognition in several national magazines and blues society newsletters, the Billtown Blues Festival is becoming a “must attend” event for blues fans in surrounding counties and states. *Blues Revue* the world’s largest blues music subscriber publication, states **“The Billtown Blues Festival is proof that a handful of blues lovers can get together, form a productive society, obtain funding, and network in their area to create an exciting longstanding quality musical event. The Billtown Blues Festivals are not to be missed.”** The BBA was recently honored at the international level by the Blues Foundation in Memphis TN as 2011 recipients of the prestigious “Keeping the Blues Alive” for blues organization. www.blues.org

STANDARD SPONSORSHIP PROGRAM

Several years ago the BBA instituted an area corporate sponsorship program. We enjoy being associated with area businesses and work very hard to insure each business is represented to the best of our ability. Income for production of the Billtown Blues Festival is received from ticket sales, membership dues, corporate donations, and grants awarded to the BBA by the Pennsylvania Council On The Arts, and the Lycoming County Travel and Tourism Marketing Grant. The BBA enjoyed a five year affiliation with the PA State Marketing and Tourism Initiative under Governor Rendell. Corporate sponsorship funds will allow us to continue promoting the Festival to a broader market encouraging attendees to come to the Susquehanna Valley for an extended stay, before and after the Festival.

Some of the area businesses who have participated are: Lindsay and Hager, Lycoming Mall, Valley Sports & Classics, Community Arts Center, Haywoods Bar & Grill, Hulls Landing, The James Wood Company, IMMIX, Bullfrog Brewery, B & S Picture Frames, Marc Williams Goldsmith, South Side Beer & Lottery, Pepsi, Franco’s Lounge, WZXR, Genetti Hotel, Beiter’s, PDC Spas, Schrader Overhead Doors, K & S Music, Frozen Run Bottling Works, Lamar Advertising, CompuGen, and Community Services Group.

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Our standard artist sponsorship program is as follows:

\$2,000 cash	\$1,500 cash	\$1,000 cash	\$750 cash	\$500 cash
25 tickets	20 tickets	15 tickets	10 tickets	6 tickets
6 T-shirts	5 T-shirts	4 T-shirts	3 T-shirts	2 T-shirts
Newspaper & Radio Ads, direct mail and e-blast	Newspaper & Radio Ads, direct mail and e-blast	Newspaper & Radio Ads, direct mail and e-blast	Newspaper & Radio Ads, direct mail and e-blast	Newspaper & Radio Ads, direct mail and e-blast
Listed on Web Site	Listed on Web Site	Listed on Web Site	Listed on Web Site	Listed on Web Site
Company Logo + Artist Sponsored on stage banner	Company Logo + Artist Sponsored on stage banner	Company Logo + Artist Sponsored on stage banner	Company Logo + Artist Sponsored on stage banner	Company Logo + Artist Sponsored on stage banner
Co-introduce artist with Festival MC	Co-introduce artist with Festival MC	Co-introduce artist with Festival MC	Co-introduce artist with Festival MC	Co-introduce artist with Festival MC
One year BBA membership including the BBA newsletter	One year BBA membership including the BBA newsletter	One year BBA membership including the BBA newsletter	One year BBA membership including the BBA newsletter	One year BBA membership including the BBA newsletter
Business Display Table (table shared with other sponsors) with parking for 1 vehicle behind the table	Business Display Table (table shared with other sponsors) with parking for 1 vehicle behind the table	Business Display Table (table shared with other sponsors) with parking for 1 vehicle behind the table	Business Display Table (table shared with other sponsors) with parking for 1 vehicle behind the table	Business Display Table (table shared with other sponsors) with parking for 1 vehicle behind the table

We are pleased to discuss our corporate sponsorship program in greater detail and welcome additional creative sponsorship ideas you wish to suggest. All comments or questions should be directed to Bill Van Campen at 570-329-4746 or the BBA office at 570-584-4480. We look forward to working with you this year. For more information please visit our web site at www.billtownblues.org. (E-blast listing of sponsor names also included.)

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