



BILLTOWN BLUES ASSOCIATION, INC.
P.O. BOX 2 HUGHESVILLE PA 17737
570-584-4480

BBA Officers: Bill Van Campen, President; Tom Butler, Vice President; Charlie Lockard, Treasurer; and Bonnie Tallman, Secretary

BILLTOWN BLUES FESTIVAL **CORPORATE SPONSORSHIP PROGRAM**

Plans are now underway for the 21st Annual Billtown Blues Festival, June 13, 2010 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, antiques, 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 at 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 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.***"

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. This year marks the third year, the BBA is affiliated with a cooperative advertising program through the Pennsylvania State Tourism Marketing Initiative. These 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. The Billtown Blues Association is pleased to participate in a State program which encourages visitors to come and experience the natural beauty and the many treasures of the Susquehanna Valley.

Some past corporate sponsors include: 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. We are pleased to announce that the Lycoming Mall and the Williamsport Community Arts Center have renewed their pledged financial support. Our standard artist sponsorship program is as follows:

\$1,500 cash	\$1,000 cash	\$750 cash	\$500 cash	\$250 cash
24 tickets	15 tickets	10 tickets	6 tickets	4 tickets
5 T-shirts	4 T-shirts	3 T-shirts	2 T-shirts	N/A
Newspaper & Radio Ads	Newspaper & Radio Ads	Newspaper & Radio Ads	Newspaper & Radio Ads	Newspaper & Radio Ads
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	N/A
Co-introduce artist with Festival MC	Co-introduce artist with Festival MC	Co-introduce artist with Festival MC	Co-introduce artist with Festival MC	N/A
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 with parking for 1 vehicle behind the table	Business Display Table with parking for 1 vehicle behind the table	Business Display Table with parking for 1 vehicle behind the table	Business Display Table with parking for 1 vehicle behind the table	Parking for 1 vehicle behind large white tent (no table provided)

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.