

Our Festival, Your Support...

It All Adds Up To A First Rate Event!

Quality Site

The Hebron Fairgrounds amenities offer so much that few sites can match it with: camping with hook-ups, permanent restrooms and showers, parking for 5,000 cars on site, large buildings for workshops and other events, well lit at night, large performance area and paved walkways. Hebron Fairgrounds can very comfortably accommodate 10,000 to 15,000 people easily.

Well Located

Over 500,000 people live within 15 minutes of the festival. Surrounding the site are numerous restaurants, hotels and easy access to a major metropolitan area, including two major regional malls and international airport within driving distance.

Accessibility

Hebron is halfway between New York and Boston and at the intersection of two well-connected interstate highways. It is readily accessible and easily found by anybody from anywhere.

Long-Term Commitment

Interested in dramatically forging their image, The Hebron Lions Club and the Town of Hebron are convinced of the long-term benefits of hosting an important regional event. These benefits include cultural, recreational and socialization opportunities for residents as well as tourism that can positively impact the local economy.

The festival, now preparing its 20th presentation is assured of financial stability, a well maintained, quality site and is surrounded by the good will of the community-its citizens, businesses and civic organizations. The festival is destined to be part of the region's identity.



Sponsorship Opportunities

Sponsorships are available for exclusive product exposure.

Diverse visibility is essential to both large and small businesses. What are the tangible and intangible results that come with being connected to a quality annual event? We offer new and increasingly up-scale clientele, business and corporate image enhancement all under the umbrella of good will.

Turning Up The Heat In Hebron Bluegrass Style!

From August 10 to 14, 2016, bluegrass and music fans will visit the Podunk Bluegrass Music Festival in Hebron, Connecticut, winner of the 2010 IBMA “Event of the Year” now acknowledged as one of America’s outstanding family-oriented festivals of this kind. Again this year, bluegrass and Americana performers from across the nation will perform in a setting that is truly small town New England.

The Podunk Festival starts Wednesday afternoon as early campers arrive to set-up their sites and reacquaint themselves with old friends. On Thursday the music starts with our band competition sponsored by Telefunken for rising stars in bluegrass. Who will be crowned champion? Every detail has been arranged for a good time – excellent sound and staging, lighting, food and parking. Fans and families will see world class bluegrass performers in a natural and easy going setting.

Past Podunk Bluegrass Music Festivals have drawn audiences from across the nation and the world. Those devoted to bluegrass are knowledgeable, enthusiastic people with the means to travel to see their favorite performers. Past festivals have drawn rave reviews and inquiries months before summer begins.

Hebron and the surrounding area boast every possible amenity for visitors. Hotels are plentiful and cultural landmarks including the famed Mark Twain House, are within a short distance. The festival is within a stone’s throw of the intersection of New England’s two major Interstates – I91 and I-84. Best of all, Hebron welcomes every visitor with easy parking, accommodations, restaurants and a genuine New England welcoming spirit!

Did Someone Say Podunk?

The festival derives its name from the Podunk Indians, the original inhabitants of the area we know as East Hartford where the festival originated. The Podunk were known as a peaceful people, their settlements once dominated the area. The original festival site at Martin Park which is on the banks of the Hockanum River was once part of the traditional summer hunting grounds of the Podunk.

The Podunk culture flourished throughout the 15th and 16th centuries. However, the tribe was unable to survive the turbulent age that began with the arrival of the first European settlers. By the 1750’s, the Podunk had ceased to exist as an independent tribe.

Please contact Executive Director Roger Moss at 860-828-9818 or rogercrpa@yahoo.com with any questions.

BRAND EXPOSURE

<u>Venue Exposure</u>	Attendees	Days	
Main Stage Announcements	800	x 4	
Americana/Acoustic Stage Announcements	400	x 2	
Workshop Stage Announcements	200	x 4	
Onsite Camping	400	x 5	
Onsite Signage	800	x 4	
Booth Space	800	x 4	Total: 13,200

<u>Physical Print</u>	Impressions	
Festival Flyers	10,000	
Logo on Program Cover	1,500	
Name on Schedule	3,000	
Weekend Festival Tickets	500	
VIP Tickets	150	
Day Tickets	1,000	
Radio Give-away Tickets	175	
Ad in Program	1,500	
Thank you in Program	1,500	Total: 16,325

<u>Digital Media Exposure</u>		
E-Newsletter	2,700	
Website (unique visitors 2014)	15,123	
Facebook	7,061 and growing	
YouTube - 1,400 videos viewed	50,000 times	Total: 74,884

<u>Secondary Digital Impressions</u>		
Hartford Courant	325,000	
Post Road Review	45,000	
East of the River Newspaper	25,000 x 4	
S.E. FOCUS Summer Guide	30,000	
Hebron Fair Guide	30,000	
Press Releases	100,000	
Reach through artists' websites	200,000	Total: 830,000
		Grand Total: 834,409

Public Radio Exposure - PSA

WHUS – UCONN	WICN (NPR) - Worcester
WSHU – Sacred Hart University	WUMB (NPR) - Boston
WWUH- University of Hartford	WMUA - UMass Amherst
WESU – Wesleyan University	WRIU – Rhode Island
WMBR - MIT - Cambridge	WCNI – New London
WHRB - Harvard – Cambridge	WERU-FM - 89.9 Blue Hill, 99.9 Bangor, ME
WCUW (community) - Worcester	

PODLINK BLUEGRASS FESTIVAL

SPONSORSHIP BENEFITS

Sponsorship Category	Sponsorship Level	Main Stage Banner	Main Stage Mentions	Logo on Program Book Cover	Logo on Festival Volunteer Shirt	Logo on Festival Poster	On Site Banner	10 x 10 Booth Space	Logo on Festival Flyer	Included in advertising	Credit on Program Schedule	Mentions at Venue or Event	Mention in festival e-Newsletter	Hotlink on Podunk Homepage	Logo & Link on Sponsor Page	Thank you in Program	Size Ad in Program Book	VIP Passes & Hospitality Access	General Passes
Festival Presenting Title Sponsor	\$15,000	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Full	10	20
Main Stage Title Sponsor	\$10,000	x	x	x	x	x	x	x	x	X	x	x	x	x	x	x	Full	6	12
Americana/Acoustic Stage Presenting Sponsor	\$7,500	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Full	4	8
Main Stage Presenting Sponsor	\$5,000	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Full	4	6
Workshop Stage Title Sponsor	\$5,000						x	x	x	x	x	x	x	x	x	x	Full	4	6
Emerging Artist Band Competition (Taken)	\$5,000						x	x	x	X	x	x	x	x	x	x	Full	4	6
Workshop Stage Presenting Sponsor	\$3,000						x	x	x	x	x	x	x	x	x	x	Half	3	4
Band & VIP Hospitality	\$3,000								x	x	x	x	x	x	x	x	Half	3	4
Podunk Wristbands	\$2,500								x	X	x	x	x	x	x	x	Half	2	4
Bluegrass Academy for Kids	\$2,500								x	x	x	x	x	x	x	x	Half	2	4
Intergenerational Academy	\$2,000										x	x	x	x	x	x	Half	2	4
Volunteer T-shirts	\$2,000													x	x	x	Half	2	4
Todd's Musical Petting Zoo	\$1,500													x	x	x	Third	2	3
Hotel Shuttle Service	\$1,500									x	x		x	x	x	x	Third	1	4
Program Book	\$1,500									x		x		x	x		Third		3
Information Booth	\$1,500												x	x	x	x	Third		2
Kids Activity Area	\$1,500												x	x	x	x	Third		2
Backstage Artist Supplies and Hospitality	\$1,000													x	x	x	Sixth		2
First Aid Station	\$1,000											x	x			x	Sixth		2
Facebook Meet & Greet	\$500										x	x				x	Sixth		2
Special Premium/VIP Gift	\$500										x		x			x	Sixth		2

We will be happy to tailor custom levels to meet your level of commitment.

SPONSORSHIP CONFIRMATION

Podunk Bluegrass Music Festival ~ 860-828-9818
80 Brandegee Lane, Berlin, CT 06037

Sponsor Name: _____

Sponsor Address: _____

Sponsor Phone #: _____

Sponsor Contact: _____

Title: _____

Preferred Sponsor Recognition Listing (How would the sponsor like to be listed in recognition materials) _____

Level of Contribution: \$ _____

Special Terms or conditions: _____

Authorized donor signature: _____

Date: _____

~ Copy to be mailed to donor ~