

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: camping with hook-ups, permanent restrooms and showers, onsite parking for 5,000 cars, large buildings for workshops and other events, well lit, large performance area and paved walkways. Hebron Fairgrounds can very comfortably accommodate 10,000 to 15,000 people.

Well Located

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

Accessibility

Hebron is halfway between New York and Boston and at the intersection of two well-connected interstate highways.

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 tourists that can positively impact the local economy.

The festival, now preparing its 22nd 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 an umbrella of good will.



Turning Up The Heat In Hebron Bluegrass Style!

Every August bluegrass and music fans 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. 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 opens 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. Every detail has been arranged for a good time excellent sound, staging and 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.

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 – I-91 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 that 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 1750s, the Podunk had ceased to exist as an independent tribe.

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 x 6	
Website (unique visitors 2014)	15,123	
Facebook	7,061 and growing	
YouTube - 1,400 videos viewed	50,000 times	Total: 88,384

<u>Secondary Digital Impressions</u>		
Hartford Courant	325,000	
Post Road Review	45,000	
East of the River Newspaper	25,000 x 4	
Hebron Fair Guide	30,000	
Press Releases	100,000	
Reach through artists' websites	200,000	Total: 830,000
		Grand Total: 947,909

Public Radio Exposure - PSA

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

Podunk 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
Festival Presenting Title Sponsor	\$15,000	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Full
Main Stage Title Sponsor	\$10,000	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Full
Americana/Acoustic Stage Presenting Sponsor	\$7,500	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Full
Main Stage Presenting Sponsor	\$5,000	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Full
Workshop Stage Title Sponsor	\$5,000						x	x	x	x	x	x	x	x	x	x	Full
Emerging Artist Band Competition (Taken)	\$5,000						x	x	x	x	x	x	x	x	x	x	Full
Workshop Stage Presenting Sponsor	\$3,000						x	x	x	x	x	x	x	x	x	x	Half
Band & VIP Hospitality	\$3,000								x	x	x	x	x	x	x	x	Half
Podunk Wristbands	\$2,500								x	x	x	x	x	x	x	x	Half
Bluegrass Academy for Kids	\$2,500								x	x	x	x	x	x	x	x	Half
Volunteer T-shirts	\$2,000												x	x	x	x	Half
Hotel Shuttle Service	\$1,500									x	x		x	x	x	x	Third
Program Book	\$1,500									x		x			x	x	Third
Information Booth	\$1,500												x	x	x	x	Third
Kids Activity Area	\$1,500												x	x	x	x	Third
Backstage Artist Supplies and Hospitality	\$1,000													x	x	x	Sixth
Facebook Meet & Greet	\$500										x	x				x	Sixth
Special Premium/VIP Gift	\$500										x		x			x	Sixth

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

Sponsorship Confirmation

Podunk Bluegrass Music Festival ~ (860) 283-0443
106 Moosehorn Road, Northfield CT 06778

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 ~