

Our Festival, Your Support...

It All Adds Up To A

First Rate Event!



Quality Site

The Goshen Fairgrounds amenities offer so much that few sites can match: 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. Goshen Fairgrounds can very comfortably accommodate 5,000 to 10,000 people.

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 three major regional malls and international airport within driving distance, all in the beautiful Litchfield Hills.

Accessibility

Goshen is halfway between New York and Boston and near 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 Goshen Agricultural Society and the Town of Goshen 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, having been presented since 1996 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 Goshen Bluegrass Style!

On the second weekend of August, bluegrass and music fans will visit the Podunk Bluegrass Music Festival in Goshen 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. 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.

Goshen and the surrounding area boast every possible amenity for visitors. Hotels are plentiful and cultural landmarks including the White Memorial Foundation, Litchfield Historical Center, Action Wildlife Foundation several vineyards, and Litchfield Distilling, are within a short distance as are two state parks with great beaches. The festival is within a stone’s throw of the intersection of New England’s two major highways – CT RTE 8 and I-84.

Best of all, The Litchfield Hills 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 our Development Director Mike Kozlowski at 860-693-6549 or mchlkov@aol.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 Fliers	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	x6	
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		
Goshen 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

WSHU – Sacred Hart University

WWUH- University of Hartford

WESU – Wesleyan University

WMBR - MIT - Cambridge

WHRB - Harvard – Cambridge

WCUW (community) - Worcester

WICN (NPR) - Worcester

WUMB (NPR) - Boston

WMUA - UMass Amherst

WRIU – Rhode Island

WCNI – New London

WERU-FM - 89.9 Blue Hill, 99.9 Bangor, ME

Podunk Bluegrass 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
Hotel Shuttle Service	\$1,500									x	x		x	x	x	x	Third	1	4
Program Book	\$1,500									x		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) 283-0443
106 Moosehorn Rd., 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 ~