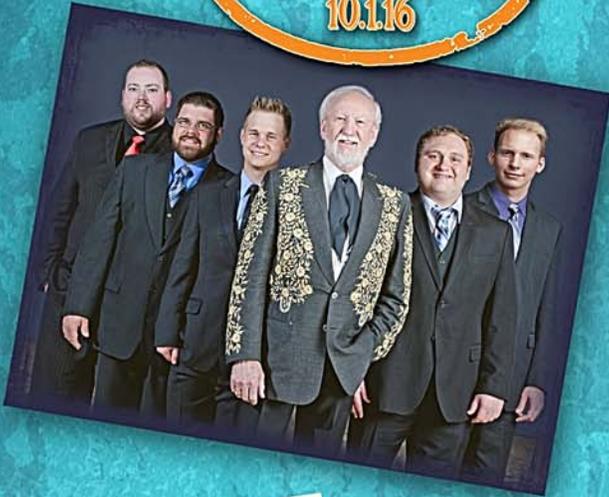


THE CITY OF CAYCE'S 9TH ANNUAL

FEATURING
DOYLE LAWSON
& QUICKSILVER
10.1.16



HISTORIC
COLUMBIA
SPEEDWAY
2001 Charleston Hwy.
Cayce, South Carolina

FOOD VENDORS
BLUEGRASS PUB
JAM TENT
ARTS & CRAFTS
KIDS AREA
& MUCH MORE!

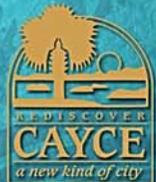


Sponsors Share the Experience

OCTOBER 1ST & 2ND

SATURDAY 11:00AM-6:30PM
DOYLE LAWSON & QUICKSILVER
EDGAR LOUDERMILK BAND
STEVE WILSON BANJO CO.
SLOPE VALLEY

SUNDAY 1:00PM-4:00PM
THOMAS FAMILY BAND
LEFT LANE
SOUTHERN GOSPEL EXPRESS

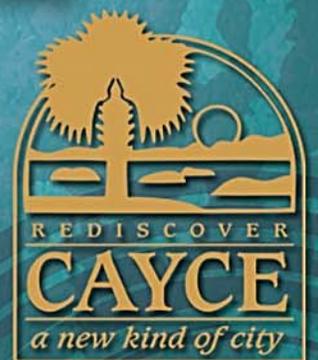


CONGAREEBLUEGRASSFESTIVAL.ORG



SHOWCASE YOUR COMPANY IN FRONT OF THOUSANDS OF CUSTOMERS AT THIS YEAR'S EVENT. HIGHLIGHT YOUR GROUP TO THOUSANDS MORE THROUGH A MONTH OF MARKETING VIA MASSIVE RADIO, BILLBOARD, TV, NEWSPAPER, AND SOCIAL MEDIA CAMPAIGNS.

PARTNER WITH THE CITY OF CAYCE TO BRING THIS OUTSTANDING FAMILY EVENT TO LIFE. THESE PARTNERSHIPS BRING A COMMUNITY TOGETHER. THANKS FOR YOUR CONSIDERATION!





Dear Prospective Sponsor:

The City of Cayce will proudly present the 9th Annual Congaree Bluegrass Festival on Saturday, October 1st and Sunday October 2nd, 2016 at the Historic Columbia Speedway Events Grounds. The festival, known for bringing some of the country's best Bluegrass artists to the area, is expanding with more exhibitions and attractions as well as adding a second day event highlighting Gospel Bluegrass.

In addition to great music, Saturday's event will include an Artists' Village, crafts vendors, a large Jam Tent, dancing, children's interactive activities, and the always popular festival food. Sunday will bring the introduction of the Gospel Bluegrass Gathering, an afternoon of Gospel music and great food.

We would like to offer your company an opportunity to highlight your brand as a part of our pre-event marketing as well as mass branding at the event in front of thousands of possible new customers as an event sponsor. An extensive media campaign including mass radio, TV, internet, social media, and newspaper advertising has been developed which will provide high visibility for our sponsors. The enclosed materials detail the sponsorship levels and opportunities available.

We value your continued commitment to our community and look forward to your support for this event. Please complete the attached Sponsor Agreement and return it to us with your payment as soon as possible. If you have any questions or would like more information, please contact Kara Carmine at 803-550-9520 or kcarmine@cityofcayce-sc.gov.

Sincerely,

Kara A Carmine
Event Manager

2016 Congaree Bluegrass Festival Sponsorship Program

Big Bass Sponsor **\$1,000**

Presence in Most Advertising Print, TV, Radio
Web banner ad for full year on event site
Full page color ad in event program
Banner Signage at many locations at event
Booth Space at the event Saturday and Sunday
25 VIP Badges for Employees or Customers
50 Full Event Passes for Customers and Employees

Banjo Sponsor **\$500**

Presence in Most Print Ads
Small Web ad for full year on event site
Half page color ad in event program
2 Banner locations at event
Presence on Field Banners
10 VIP Badges for Employees or Customers
20 Full Event Passes for Customers and Employees
Booth Space at the event Saturday and Sunday

Mandolin Sponsor **\$200**

¼ page color ad in event program
Presence on Field Banners
4 VIP Badges for Employees or Customers
8 Full Event Passes for Customers and Employees
Booth Space at the event Saturday and Sunday

Friends of Bluegrass **\$40**

4 Tickets and a Sursy
Name in Program





Sponsorship Agreement

OCTOBER 1 & 2, 2016

Sponsor/Firm Name: _____

Mailing Address: _____ City: _____ ST: _____ Zip: _____

Contact Name/Authorized Representative: _____

Phone: _____ Cell: _____ Email: _____

Sponsorship Level: Presenting Big Bass Banjo Mandolin Friend In-Kind
 (check one) \$3000 + \$1000 \$500 \$200 \$40-\$199

Amount \$ _____

I will email my organization's logo to kcarmine@cityofcayce-sc.gov to be used on posters and other promotional items.

Please link to my website on Festival and City of Cayce websites

My Website: _____

I agree to be a 2016 Congaree Bluegrass Festival sponsor at the level indicated above, which includes all the benefits listed in the *Sponsorship Opportunities* brochure for that specific level of sponsorship. I understand that this sponsorship provides for the operational expenses of this event and that I/our firm will be listed as one of the sponsors. I agree to abide by the rules established for all sponsors of this event and further agree to make full payment with submission of this Agreement.

Authorized by: (Print) _____ Title _____

(Signature) _____ Date _____

Sponsor Checklist

- _____ All information on form above complete, signed and dated
- _____ Logo image file provided on disk or Emailed to address below (.jpg, .tiff, .gif)
- _____ Check/Money order in full amount made payable to: **CONGAREE BLUEGRASS FESTIVAL**

For office use only

- Confirmation Mailed _____ Received _____
- Funds received Check / MO # _____
- Logo file received N/A Amount \$ _____

Mail to:

Congaree Bluegrass Festival, ATTN: Kara Carmine, P.O. Box 2004, Cayce, SC 29171
 FESTIVAL INFORMATION • (803) 550-9520 • FAX (803) 796-9072 • Email KCARMINE@CITYOFCAYCE-SC.GOV
www.congareebluegrassfestival.org