

2018 SPONSOR KIT



Jim Donohoo Photography



Since 2009

Franny's Farm, Leicester NC



ASHEVILLE BARNAROO 2018

SEPTEMBER 28th – 30th

FRANNY'S FARM, Leicester

www.ashevillebarnaroo.com

WHAT IS ASHEVILLE BARNAROO ALL ABOUT?

BARNAROO was founded in 2009 in Weaverville, N.C. by Andrew Scotchie and friends as a DIY music gathering to spotlight & encourage youth bands in the AVL area. After 4 years, BARNAROO outgrew itself and moved to Franny's Farm in 2013, where it continued to evolve & grow into a strong network of local musicians, vendors, and sponsors, attracting hundreds of fans. Our purpose is to showcase, promote, and celebrate local & regional singer-songwriters/bands in the rock & roll, hard rock, funk, and relative genres in a beautiful, natural setting.

Past performers include Grammy Nominated roots-american band YARN, Southern Culture on the Skids, Holy Ghost Tent Revival Folk soul Revival, Shake it Like A Caveman, Shonna Tucker (of Drive By Truckers) and Eye Candy, Chuck Brodsky, David Earle, Bubonik Funk, The River Rats, the Mad Tea, Demon Waffle, Leeda "Lyric" Jones, Porch 40, The Paper Crowns, and many more from around the region and greater US!

2018 brings the 10th annual ASHEVILLE BARNAROO, and the 6th year at Franny's Farm. In 2016 the festival was awarded a grant from the Economic Development Coalition of the Convention & Visitor's Bureau for 2017. Annually we host a silent Auction to benefit Asheville Music School, a non-profit that feeds the original intent of founder Andrew Scotchie's goal to foster youth music in the community. A portion of festival proceeds also go back to AMS. Asheville Barnaroo has also been voted into the top 3 music/camping festivals ins WNC by Mountain Xpress Readers.

We value opportunity and community. Coming together in grassroots fashion to share music and network locally/regionally is invaluable to aspiring youth musicians. This helps to:

- Build confidence in aspiring musicians
- Provide an annual venue/networking event for established and aspiring artists
- Support youth music community initiatives and businesses
- Create unique networking opportunities/impact the grassroots music community

FESTIVAL SPECS & ITINERARY

- 650 participants in 2017 & our amazing team.
- Sprawling 38-acre, family-friendly farm setting.
- Three days of entertainment with optional overnight camping & VIP Lounge.
- Regional/nationally touring bands alongside local rising stars.
- Local Food Vendor- Farm to Fender Food Truck.
- Local Brews including special "BARNABREW" release.
- Farm Store with Camping Essentials.
- Vision - BARNAROO is an annual festival attracting 1200+ local and regional participants, a strong networking event for local/regional musicians, and a champion of youth music initiatives in the community.

FESTIVAL VISIBILITY/REACH

- 1,500 core email subscribers list, secondary distribution through sponsor/partner organization email lists (Asheville Music School, Franny's Farm, festival vendors & sponsors)
- Social Media Reach of over 50,000 impressions (organic & paid), plus residual posting from bands, vendors, sponsors, and fans.
- Regional Street Teams – 2018 Street Teams included Asheville, Brevard, Greenville SC, and Johnson City, TN, with expansion goals each year.
- Strong annual coverage/support from print media such as Mountain Xpress Magazine, Blue Ridge Outdoors, Citizen Times. Annual Radio support from 98.1 , 88.7 , 880 the Revolution, Past coverage by Our State Magazine as a top 5 must-do fall festival. Festival included as a top 5 weekend picks in Asheville Scene Mag. 2 years in a row.
- Featured next to LEAF Festival on Festivals.net
- Asheville Chamber of Commerce Featured Listing

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FESTIVAL SPONSORSHIP OPPORTUNITIES

All levels include:

- Logo on multi-city poster/handbill distribution
- Mentions in Interviews – Past interviews included 98.1, 880 the revolution, 105.9 the mountain, and more.
- Mention in press release going out to over 300 contacts
- Logo on BARNAROO Website
- Social Media Shout-outs
- Program Mention
- 4 weekend camping passes
- Green Room Access

Presenting Sponsor: (Limit 1): \$3,500

Festival Entry Banner highlighting your business. Your name on all radio ads, a \$3000 value. 8 extra weekend camping passes with VIP Access. This sponsorship also includes \$500 worth of **targeted paid advertising** on Facebook, putting your custom message in front of fans who share common interests with your business! Estimated reach of over 50,000 unique people. Logo on festival T-shirt, posters & all marketing material. Full page ad in the festival program. Optional 10x10 display booth or creative display.

Stage Sponsor: (Limit 4): \$2000

VIP Access, 6 extra weekend camping passes. Prominent signage provided by festival on the main stage & festival grounds at ASHEVILLE BARNAROO 2017! Logo on the festival T-Shirts. Targeted Paid advertising and mention in blog posts. Optional 10x10 display booth.

VIP & Green Room/Food & Beer Sponsor – In-Kind Donations of meals, snacks, beer, water etc.

VIP Access, ½ Page Ad in Program, Banner in Green Room/VIP Lounge (sponsor provides banner.) Social Media shout-outs, & your Logo on Festival T-Shirt & 4 VIP Weekend passes.

BARNAROO Bang-up Sponsor: (Unlimited): \$1000

VIP Access, ½ Page Ad in Program, Social Media shout-outs, & your Logo on Festival T-Shirt & 8 VIP Weekend passes, with special parking passes and ticket holder badges with access to VIP party with beer and food on Saturday!

Dirty Deeds Done Right Sponsor: (Limit 3): \$800

VIP Access, plus your business logo in every bathroom onsite, including the brick and mortar bathrooms on the Ridgeline Camping area and our deluxe heated restroom trailer. Most highly trafficked areas of the festival with multiple exposures + your message = win! ¼ Page ad in the Festival Program, Logo on festival T-shirts & 4 VIP weekend festival passes, with special parking passes and ticket holder badges with access to VIP party with beer and food on Saturday.

Legendary Sponsor: (Unlimited) \$500

¼ Page ad in the Festival Program, Logo on festival T-shirts & Poster, Social Media shout-outs, 4 VIP weekend festival passes, with special parking passes and ticket holder badges with access to VIP party with beer and food on Saturday!

Legacy Sponsor: (Unlimited) \$250

¼ Page ad in the Festival Program, Social Media shout-outs, 2 VIP weekend festival passes & endless gratitude!

PROGRAM ADVERTISING OPPORTUNITIES

- \$30 – ¼ page
- \$60 – 1/2 page
- \$120 – Full page

IN-KIND SPONSORSHIP

Any donation of goods or services in-kind. All In-kind sponsors receive mention in the festival program, BARNAROO website, and Facebook plus 2 VIP weekend Festival passes. Examples of in-kind sponsorships are:

- Providing items to the Festival (i.e. tables, chairs, food)
- Silent Auction Item
- Services such as Photography, Videography, Media/Blog Coverage

(please describe below)

In-kind ESTIMATED VALUE \$

Yes, I would like to sponsor ASHEVILLE BARNAROO 2018 and support the local youth music community!

I hereby commit to this sponsorship in the amount of \$_____ and have enclosed said sponsorship funds or in-kind materials. I will provide my logo in the requested format. I give permission for ASHEVILLE BARNAROO Administrators to use my business's logo image for standard ASHEVILLE BARNAROO 2018 promotional purposes on my behalf. I understand that neither Andrew Scotchie Music nor Franny's Farm is providing a guaranteed return on my investment, and neither entity will be held responsible in the event of natural or supernatural causes (including but not limited to weather and acts of God) preventing ASHEVILLE BARNAROO 2017 from being carried out. I understand that the promoters of ASHEVILLE BARNAROO will do their absolute best to maximize the reciprocal value of my sponsorship, and that I will have first rights to next year's same level of sponsorship commitment should I choose to do so. I am an authorized representative of my company.

Business:
Address:
Primary Contact Name:
Primary Contact Number:
Primary Email Address:
Website:
Business Facebook Page:
IG/Twitter Handle:

Authorized Signature: _____ (Typed Name will serve as a signature)

Please Print Name: _____ Date: _____

****Please note that certain sponsorship opportunities are limited by a first-come, first-serve availability. Please email to avlbarnaroo@gmail.com with subject line "Sponsorship App" & attach your high-resolution logo or**

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(ad if applicable) in .jpeg or .png format. You will receive an invoice for your sponsorship. We can split payments if you will designate the amount & dates of payments. Your sponsorship level complimentary festival passes will be sent via electronic promo code, US Postal Service or will be held at will call.

FOR INTERNAL USE ONLY: Received By (Initials) _____ Date: _____