



2017 Downtown GrooveFEST: Blues Brews & BBQs Sponsorship Opportunities

ABOUT THE EVENT:

“Downtown GrooveFEST: Blues Brews & BBQs” is a new approach to the traditional mid-September street festival that combines the “Blues Brews & BBQs” theme with an updated event name. The new headline name taps into the interest of reviving the Groove City Jazz and Blues Festival while also keeping the fun street festival, and earthy vibe of the downtown.

GrooveFEST as a re-brand, will focus on the Blues, Brews and BBQs theme by bringing earthy, soulful music in an effort to tap into the character of downtown Cambridge and our local musical heritage.

We are adding several ticketed options this year including:

- ticketed BBQ TASTING including samplings with generous serving of sliders in three categories, pork, chicken, and beef brisket – this will be a friendly competition, benefiting Cambridge Main Street that will also promote and highlight participating food vendors & restaurants. A winner of best dish of the day will be tallied and announced that night.
- ticketed VIP PACKAGE including BBQ tasting tickets, Mojo 101 Blues educational workshop, and VIP only dialogue w/ Q & A with event entertainers & performers facilitated by local blues aficionados Donna Flagg and Paul Clipper. Entry into the POP UP Jazz & Blues Club. VIPs will be given other perks like event tee shirt, VIP parking, and promotional offers the weekend of the event at downtown businesses and restaurants.
- A POP UP Jazz & Blues Club After Party @ 447, featuring live music, food, and drink. Doors will open at 9am, music kicks off at 10pm til late.
- “A la Carte” tickets will be available for the Mojo 101 blues workshop, BBQ Competition tasting package, and the POP UP Club.

OUR PROMOTIONAL REACH:

Our Organizational Reach:

- Social Media outlets: Facebook (over 7,000 followers, towards 13,000+ impressions/reach), Instagram (NEW - 500 followers and growing), and now Twitter (NEW).
- Email Distribution to 2,800 regular email subscribers (25% - 30% open rate each email, twice a week)
- Ticketing promoted/visible through EventBrite (NEW 2017)
- Press Releases to local and regional media outlets

(cont'd)

Planned Advertising & Media Placement for GrooveFEST 2017:

- WMDT / WBOC – Delmarva Local TV Broadcasts
- Attraction Magazine
- What’s Up Eastern Shore
- Star Democrat / Dorchester Star
- Dorchester Banner
- Local Radio
- Facebook, Instagram, & Twitter
- Printed Event Posters
- Event Banners – Maryland Ave / Rt. 50; Race Street; Other TBD

Additional Exposure: Utilizes about 50 – 70 community and corporate volunteers during the event

Sponsorship Levels:

Race Street Stage - \$1,000

- Logo on stage banner at event
- Inclusion in all promotional material, program associated with the stage
- Prominent placement in all event promotional material including posters, banners, emails, social media.
- Prominent Logo placement on event tee shirts
- 2 VIP Ticket Packages - \$80.00 value
- Free Vendor Space at event (please request this in your communications) \$75.00 Value



Poplar Street Stage - \$1,000

- Logo on stage banner at event
- Inclusion in all promotional material, program associated with the stage
- Prominent placement in all event promotional material including posters, banners, emails, social media.
- Prominent Logo placement on event tee shirts
- 2 VIP Ticket Packages - \$80.00 value
- Free Vendor Space at event (please request this in your communications) \$75.00 Value

Center Stage - \$1,000

- Logo on stage banner at event
- Inclusion in all promotional material, program associated with the stage
- Prominent placement in all event promotional material including posters, banners, emails, social media.



- Prominent Logo placement on event tee shirts
- 2 VIP Ticket Packages - \$80.00 value
- Free Vendor Space at event (please request this in your communications) \$75.00 Value

GrooveFEST Band Sponsor (Eight – 8 – total sponsorships available) - \$500 each

- A limited number available
- Sponsorship will be associated with specific entertainment acts and announced before and after performances.
- Inclusion in event program associated with specific entertainment
- Placement in promotional material including posters, emails, and social media
- Logo placement on event tee shirts
- 2 BBQ Tasting Tickets, includes 2 free Main Street Beer Truck drink tickets - \$30.00 value
- Free Vendor Space at event (please request this in your communications) \$75.00 Value

Main Street Mile Sponsor - \$500

An annual favorite! Help us bring back the return of the popular and FUN, Main Street Mile relay. A spoof of the Ironman triathlon, this relay race gets teams to show their spirit as they “swim”, “bike” and “run” in a timed relay. Teams compete for relay race winner and even better, a TEAM SPIRIT award and prize.



- Logo placement on event tee shirts
- Placement on promotional materials including posters, email, and social media related to the Main Street Mile relay.
- Placement on the Main Street Mile printed instructions and entry form.
- Placement on any printed signage at the event related to the relay, at the relay race itself.
- Announcement at Main Street Mile relay, at least before and after relay.
- 2 BBQ Tasting Tickets, includes 2 free Main Street Beer Truck drink tickets - \$30.00 value
- Free Vendor Space at event (please request this in your communications) \$75.00 Value

POP UP CLUB Sponsor #2 - \$800 (FULL!)

Become a sponsor of the coolest pop-up jazz & blues club on the Eastern Shore, a true Downtown GrooveFEST special event, benefiting Cambridge Main Street.

- Prominent logo placement inc. event banner w/ logo
- Logo placement on event tee shirts
- 2 VIP Ticket Packages - \$80.00 Value
- Free Vendor Space at event (please request this in your communications) \$75.00 Value



**Downtown GrooveFEST:
Blues, Brews & BBQs**
Saturday, September 16th 2017

Sponsorship Form 2017

Sponsorship can:

- Foster relationships with your customers and other business leaders
- Bring awareness of your business and help build your brand and increase sales
- Develop goodwill through a positive contribution to the community
- Provide opportunity for volunteerism and team-building activities
- Be an easy way to support social responsibility initiatives

Contact person: _____

Company: _____

Mailing Address: _____

Phone: _____ **Fax:** _____

Email: _____

1. I/my company would like to sponsor the following:

- | | |
|---|--------|
| <input type="checkbox"/> Race Street Stage | \$1000 |
| <input type="checkbox"/> Poplar Street Stage | \$1000 |
| <input type="checkbox"/> Center Stage | \$1000 |
| <input type="checkbox"/> Pop-Up Jazz & Blues Club Sponsor | \$800 |
| <input type="checkbox"/> Entertainment Band Sponsor | \$500 |
| <input type="checkbox"/> Main Street Mile Sponsor | \$500 |

2. Choose one of the following:

- I gave a check to _____
- I will mail check to: Cambridge Main Street, 437 Race Street, Cambridge, Maryland 21613
- Please invoice my company using the address above.

3. As a sponsor, I am interested in reserving my vendor space at the event (complimentary):

____ YES! ____ No, Thank you

4. Please send high resolution copy of your logo as soon as possible to Katie Clendaniel (katie@cambridgemainstreet.com).

For Confirmation / questions / comments / compliments, please contact Sponsorship Coordinator:
Linda Rossi | 240-654-2402 cell | lindarossi954@gmail.com. Or alternatively feel free to contact Katie Clendaniel, Executive Director, Cambridge Main Street at Katie@cambridgemainstreet.com or 443-477-0843.

Thank you for your support!