

Carolina BOHEMIAN THE ULTIMATE Jam HIPPIE TRIBUTE

AUGUST 16-18, 2019
SALISBURY, NORTH CAROLINA

2019 SPONSORSHIP Opportunities

JOIN Us

for the inaugural event of the Carolina Bohemian Jam on August 16th – 18th, 2018 at the Rowan County Fairgrounds in Salisbury, North Carolina. This must-see festival is the Carolinas' celebration to commemorate the era of music that would influence generations to come.

TARGET Audience

All demographics are welcome to attend the event, but marketing efforts will be focused on promotion to adults ages 40-59 who were adolescents/teenagers during the 1960s and 1970s. The secondary target audience will be young people (ages 17-29) who are interested in classic rock (pre-1980s), the hippie lifestyle, visual and performing artists, and anyone looking to have a laid back, fun weekend of music and fellowship.

These target audiences are similar to the audience that attended a very successful hippie style event in May of 2018 in the same location. The event sold 5,500 tickets in advance, with another 500 plus sold at the gate.

What to SEE & DO at the Festival

During the 3-days of the festival, eventgoers will have the opportunities to enjoy the following activities:

- Live music on multiple stages from tribute bands from the Woodstock era, such as The Who, Credence Clearwater Revival, Jimi Hendrix, Jefferson Airplane, and more!
- Aerial Acrobats Performances
- Art festival including juried competition of original artwork
- Onsite Art Installations
- Arts and Craft Vendors (handmade, original items only)
- Camping (available for an additional fee)

MARKETING

The following areas will be utilized to advertise and promote the event:

- Paid & Non-Paid Social Media (Facebook, Instagram & Twitter)
- Radio
- Newspaper (local & regional)
- Google Pay-Per-Click Ads
- Flyers & Posters (distributed locally & regionally)
- Regional & State Online Community Calendar Listings

Interested in a sponsorship level?

Contact Garrett Barger (Promoter) at (704) 791-6317 or email info@carolinabohemianjam.com.
Deadline to confirm your sponsorship is May 1, 2019.

FAR OUT PACKAGE

\$2,500

- **EXCLUSIVITY:** Your company will have exclusive rights to the category your company represents
- Event brought to you by your company
- Banner on our website linking to your website
- Links to your business on our Facebook Page
- Facebook Posting
- Company logo/name on ALL Expo advertising (radio, TV, print, billboards) associated with Festival
- Name or Logo on Event Poster and/or Fliers distributed regionally (5,000 or more will be circulated)
- Signage upon entrance and throughout the grounds
- Space indoors and/or outdoors
- Eight (8) Weekend Passes
- VIP Tent set up near the stage with service

PEACE PACKAGE

\$1,000

- Event brought to you by your company
- Listed on our website linking to your website
- Banner on our website linking to your website
- Links to your business on our Facebook Page
- Facebook Posting
- Company logo/name on ALL Expo advertising (radio, TV, print, billboards) associated with Festival
- Name or Logo on Event Poster and/or Fliers distributed regionally (5,000 or more will be circulated)
- Space indoors and/or outdoors
- Four (4) Weekend Passes

DIG IT PACKAGE

\$500

- Listed on our website
- Facebook Posting
- Name or Logo on Event Poster and/or Fliers distributed regionally (5,000 or more will be circulated)
- Space indoors and/or outdoors

GROOVY PACKAGE

\$250

- Logo on event fans handed out
- Facebook Posting