

Carolina BOHEMIAN THE ULTIMATE Jam HIPPIE TRIBUTE

OCTOBER 16-17, 2021
SALISBURY, NORTH CAROLINA

2021 SPONSORSHIP Opportunities

JOIN Us

Join us for the annual event of the Carolina Bohemian Jam on October 16 & 17, 2021 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 attends a very successful hippie style event in May of each year at the same location. That event sells 8,000 tickets in advance. with another 500 plus sold at the gate. Our strategic marketing targets these crowds to bring them back to Salisbury each fall.

What to SEE & DO at the Festival*

During the 2-days of the festival, eventgoers will have opportunities to enjoy the following activities:

- There will be live music on stage featuring tribute bands such as Pink Floyd, Lynyrd Skynyrd, and Kiss! We will also feature local musicians with a rock'n roll vibe.
- Aerial Acrobats Performances
- Onsite Art Installations
- Arts and Craft Vendors (handmade, original items only)
- Camping (available for an additional fee)

* Entertainment may be subject to change

MARKETING

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

- Paid & Non-Paid Social Media (Facebook, Instagram & Twitter)
- TV
- 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 August 1, 2021.

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) Vip Passes with large tent, tables and chairs, set up near the stage. VIP Pass includes 2 drinks per day, 1 meal per ticket (at food truck).
- Up to 30 Weekend Tickets that your company may distribute to friends, family or customers

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) Vip Passes with large tent, tables and chairs, set up near the stage. VIP Pass includes 2 drinks per day, 1 meal per ticket (at food truck).
- Up to 15 Weekend Tickets that your company may distribute to friends, family or customers

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 palm cards/discount coupons
- Facebook Posting

**ALL PACKAGES
INCLUDE
Facebook posting,
live music,
cash bar,
and more!**