

W.C. HANDY BLUES & BARBECUE FESTIVAL

Presented by the Henderson Music Preservation Society, Inc.

SPONSORSHIP OPPORTUNITIES

2022



OUR HISTORY

The W.C. Handy Blues & Barbecue Festival is a celebration of the life and legacy of William Christopher Handy. According to legend, the Alabama born composer and his band were traveling home from the postponed Chicago World's Fair in 1892 when they ran out of money in St. Louis. Work was scarce there, so Handy left the rest of the band and headed to Evansville, Indiana.

In need of funds, Handy worked on a street paving crew and joined a local band that performed throughout the region. While the group played at a Henderson barbecue, he met Elizabeth Price, who soon became his wife.

Handy spent nearly a decade in Henderson before moving on, eventually to be recognized as an accomplished composer of the blues and spiritual music. In his autobiography *Father of the Blues*, Handy said: "I didn't write any songs in Henderson, but it was there I realized that experiences I had had, things I had seen and heard could be set down in a kind of music characteristic of my race. There I learned to appreciate the music of my people ... then the blues were born, because from that day on, I started thinking about putting my own experience down in that particular kind of music."

His dedication to preserving the blues as an art form and his body of work in spiritual music inspired the Henderson Music Preservation Society, Inc. to organize a festival that would celebrate the life and musical accomplishments of W. C. Handy.

The Henderson Music Preservation Society, Inc. is a tax-exempt, non-profit charitable organization. Generous corporate and individual sponsors, as well as our many volunteers, help keep this festival free and open to everyone. We are proud to be in our 31st year of providing amazing music to the entire community, the tri-state, and visitors from across the country. The attendance builds throughout the weeklong festival, swelling towards the all day music extravaganzas on Friday and Saturday. Total attendance for 2021 was estimated at 40,000. The dates for the 2022 festival are Wednesday, June 15 through Saturday, June 18.

Our sponsors enable us to further our goals of honoring W.C. Handy with good barbecue and free blues; promoting tourism and contributing to a blossoming program of community arts events; and educating the youth of our community with a Blues in the Schools program.

The W.C. Handy Blues & Barbecue Festival has grown into a heritage event for the Henderson community and has made a national name for itself among blues festivals. The festival continues to garner many awards. In recent years, the Kentucky Main Street Program ranked our festival as the number one downtown festival in the state, even ahead of the Kentucky Derby Festival. In fact, we are proud to have been voted "Best in Kentucky" winner by the readers of *Kentucky Living* magazine in the Music Festival category for 2017, 2018, 2019, 2020 & 2021. The Southeast Tourism Society has named the festival a "Top 20 Event 2020." Top 20 events are announced quarterly and featured in print media, web, television, and radio throughout the US and Canada.

Kentucky Educational Television, PBS's largest member, serving Kentucky and seven surrounding states, features past festivals in their nationally syndicated Jubilee series. By associating with the festival, our sponsors share in the limelight.

Please consider helping us to continue this tradition by becoming a sponsor.

SIGNATURE SPONSOR

\$15,000 AND UP

Please contact a festival representative to design a package specific to your sponsorship needs.
Some additional benefits may include stage, tent, festival or nightly naming rights.

HOSPITALITY.



PLATINUM SPONSOR

\$8,500

- Your name listed in the official title of your event as sponsor or co-sponsor.
- Prominent recognition in official W. C. Handy Blues & Barbecue Festival Schedule of Events.
 - Use of Festival logo in your own advertising and promotion.
- Opportunity to have your logo on our web site and cross-link to your home page.
- Display of a digital banner in 16:9 .jpg format on the Festival video screens.
- Numerous sponsor announcements from the Festival stage during music breaks
- A 60-second commercial for your business shown on our video screens during music breaks.
 - 10 passes each day to VIP tent during Festival week.
- Twenty-five (25) t-shirts for your employees to wear during the Festival.
- Discount rate for bulk purchase of T-shirts for employees to wear during the Festival.
Your name can be printed on the sleeve.

COMMUNITY.



GOLD SPONSOR

\$5,000

- Your name listed in the official title of your event as sponsor or co-sponsor.
- Prominent recognition in official W. C. Handy Blues & Barbecue Festival Schedule of Events.
 - Use of Festival logo in your own advertising and promotion.
- Opportunity to have your logo on our web site and cross-link to your home page.
- Display of a digital banner in 16:9 .jpg format on the Festival video screens.
- Numerous sponsor announcements from the Festival stage during music breaks
- A 30-second commercial for your business shown on our video screens during music breaks.
 - 8 passes each day to VIP tent during Festival week.
 - 8 t-shirts for your employees to wear during the Festival.
- Discount rate for bulk purchase of T-shirts for employees to wear during the Festival.
Your name can be printed on the sleeve.

HOSPITALITY.



SILVER SPONSOR

\$2,500

- Your name listed in the official title of your event as sponsor or co-sponsor.
- Prominent recognition in official W. C. Handy Blues & Barbecue Festival Schedule of Events.
 - Use of Festival logo in your own advertising and promotion.
- Opportunity to have your logo on our web site and cross-link to your home page.
- Display of a digital banner in 16:9 .jpg format on the Festival video screens.
- Numerous sponsor announcements from the Festival stage during music breaks
 - A 30-second commercial for your business shown on our video screens at least once per day during music breaks.
 - 6 passes each day to VIP tent during Festival week.
 - 6 t-shirts for your employees to wear during the Festival.
- Discount rate for bulk purchase of T-shirts for employees to wear during the Festival.
Your name can be printed on the sleeve.

HERITAGE.



FESTIVAL FRIEND SPONSOR

\$1,000

- Your name listed in the official title of your event as sponsor or co-sponsor.
- Recognition in official W. C. Handy Blues & Barbecue Festival Schedule of Events.
 - Use of Festival logo in your own advertising and promotion.
- Opportunity to have your logo on our web site and cross-link to your home page.
- Display of a digital banner in 16:9 .jpg format on the Festival video screens.
- Numerous sponsor announcements from the Festival stage during music breaks
 - A 15-second commercial for your business shown on our video screens at least once per day during music breaks.
 - 4 passes each day to VIP tent during Festival week.
 - 4 t-shirts for your employees to wear during the Festival.

MUSIC



HANDY HELPER SPONSOR

\$500

- Recognition in official W. C. Handy Blues & Barbecue Festival Schedule of Events.
 - Use of Festival logo in your own advertising and promotion.
- Opportunity to have your logo on our web site and cross-link to your home page.
- Numerous sponsor announcements from the Festival stage during music breaks
- Display of a digital banner in 16:9 .jpg format on the Festival video screens.
 - 2 passes each day to VIP tent during Festival week.
 - 2 t-shirts for your employees to wear during the Festival.

CULTURE.



BLUES BACKER SPONSOR

\$100 to \$499

- Recognition on official W. C. Handy Blues & Barbecue Festival video screens.
- Use of Festival logo in your own advertising and promotion.
- Numerous sponsor announcements from the Festival stage during music breaks

HISTORY.



ADDITIONAL OPPORTUNITIES TO SPONSOR THE FESTIVAL

The William Branaman Street Strut Parade – Saturday, June 18th

A New Orleans style people's parade featuring costumed revelers and decorated umbrellas lead by this year's Grande Ooh- Pee-Doo.

Primary Sponsorship: \$2,000

Co-Sponsorships available

Handy Lunch Breaks & Happy Hours – Monday – Thursday June 13-16th

Individual locations

Restaurants have the opportunity to have their live music event listed in the official schedule of Festival events. Restaurants are responsible for all presentation costs.

Sponsorship: \$50

Festival Communications tent – Wednesday – Saturday June 15-18th

Audubon Mill Park

Tent serves as headquarters for Festival Information, surveys, lost and found and check in area for Festival volunteers. Tent name can be tailored to primary sponsor

Tent can also be used by primary sponsor for promotional display

Primary Sponsorship: \$3,000

Co-sponsorships available

On-Site Video Sponsor – Wednesday– Saturday June 15-18th

Audubon Mill Park

Sponsorship of large screen on-site video simulcast of the performance on stage throughout the park. Your commercial would be played during breaks, displayed on signage below the screens and your logo would appear periodically on the screen along with the performances.

Primary Sponsorship: \$25,000

Co-sponsorships available

Schedule of Events Sponsor

Your logo/ad printed on outside panel of the festival schedule of events that is distributed throughout the region and at the festival.

Primary Sponsorship: \$5,000

Co-sponsorships available

ADDITIONAL OPPORTUNITIES

(CONTINUED)

Festival Performers Hospitality Tent – Wednesday – Saturday June 15-18th Audubon Mill Park

Tent offers food, beverages, shelter, etc. to musicians who are performing for the Festival

Tent name can be tailored to primary sponsor

Tent can also be used by primary sponsor for promotional display

Primary Sponsorship: \$4,000

Co-sponsorships available

Official Soft Drink Sponsor – Run of Festival

Exclusive soft drink provider for festival concessionaires. Vendor has opportunity for advertising through Festival promotions and on-site promotion.

Primary sponsorship: \$3,000

Childrens Activities Sponsor – Wednesday, June 15th

Audubon Mill Park

Children's activities such as arts and crafts and hands-on musical experiences which coincide with the performances on Wednesday night.

Primary Sponsorship: \$1,000

Co-Sponsorships available

Barbecue & Blues Night - Wednesday, June 15th

Audubon Mill Park

Features three performances. Performers are to be announced. Events and event name can be tailored to sponsor's needs.

Primary Sponsorship: \$8,000

Co-Sponsorships available

Zydeco Night w/ Cajun Cookin' – Thursday, 5:30 p.m.-10:30 p.m. June 16th

Audubon Mill Park

Features two performances of Cajun/Zydeco music, children's events with a Mardi Gras theme, concessions provided by the Festival committee serving red beans & rice, andouille and Cajun sausage, jambalaya, and bread pudding. Performers scheduled are to be announced.

Primary Sponsorship: \$10,000

Co-Sponsorships available

ADDITIONAL OPPORTUNITIES (CONTINUED)

Blues Afternoon – Friday, Noon to 6:00 p.m., June 17th

Audubon Mill Park

Features three performances to kick off the Festival weekend. Scheduled performers are to be announced. Event name can be tailored to primary sponsor. Supplemental events can be tailored to sponsor.

Primary Sponsorship: \$5,000

Co-Sponsorships available

Riverbank Blues Blast – Friday, 6:00 p.m. to Close, June 17th

Audubon Mill Park

Features three performances to kick off the Festival weekend. Scheduled performers are to be announced. Event name can be tailored to primary sponsor. Supplemental events can be tailored to sponsor.

Primary Sponsorship: \$20,000

Co-Sponsorships available

Afternoon Blues Jam – Saturday, Noon to 6:00 p.m., June 18th

Audubon Mill Park

Features three performances. Scheduled performers are to be announced. Event name can be tailored to primary sponsor. Supplemental events can be tailored to sponsor.

Primary Sponsorship: \$8,000

Co-Sponsorships available

Java Blues Jam – Saturday, 6:00 p.m. to Close, June 18th

Audubon Mill Park

Features three performances guaranteed to bring the house down. Scheduled performers are to be announced. Event name can be tailored to primary sponsor. Supplemental events can be tailored to sponsor.

Primary Sponsorship: \$20,000

Co-Sponsorships available

For festival sponsorship please contact us at:

WCHandyfestival@gmail.com

W.C. Handy Blues & Barbecue Festival

Henderson Music Preservation Society, Inc.

P.O. Box 1456

Henderson, KY 42419-1456

www.handyblues.org