

W.C. Handy
Blues & Barbecue
FESTIVAL
Henderson, Kentucky
www.handyblues.org

The W.C. Handy Blues & Barbecue Festival is a celebration of the life and legacy of William Christopher Handy, affectionately known as the Father of the Blues. W.C. Handy, an Alabama born composer, found himself in the Henderson area on his way from the postponed 1892 Chicago World's Fair. During tough times, Handy secured a job in Henderson, joined a local band, and met his wife, Ellizabeth Price. They spent nearly a decade here, and Handy often credits his time in Henderson as a significant source of inspiration for his blues and spiritual music compositions.

The W.C. Handy Blues & Barbecue Festival is a FREE music event for the entire community, full of well-known award-winning performers. Nearly 30,000 attendees from across the tri-state, as well as from across the country, converge on Henderson for this festival, creating an estimated \$3.7 million economic impact on our community.

From its humble beginnings on a flatbed trailer to the professional stage with its high-tech lighting and sound, and jumbo video screens of today, the W.C. Handy Blues & Barbecue Festival has grown into a signature event for the Henderson community.

The event is facilitated entirely by volunteers and made possible through the generous contributions of our sponsors. We respectfully ask for your support in the form of a sponsorship.

W.C. Handy Blues & Barbecue Festival
Henderson Music Preservation Society, Inc.
P.O. Box 1456
Henderson, KY 42419-1456



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Platinum

\$10,000 - \$19,999

- Video screen recognition during event
- Sponsor announcements from stage
- Use of official W.C. Handy Festival logo in advertising and promotion, pending approval
- Inclusion on the W.C. Handy website and social media accounts
- Digital banner (16:9 jpg format) displayed on the video screen during the event
- 60 - second business commercial displayed on video screens
- 10 VIP area passes / day
- 10 W.C. Handy official basic T-shirts



Gold

\$5,000 - \$9,999

- Video screen recognition during event
- Sponsor announcements from stage
- Use of official W.C. Handy Festival logo in advertising and promotion, pending approval
- Inclusion on the W.C. Handy website and social media accounts
- Digital banner (16:9 jpg format) displayed on the video screen during the event
- 45 - second business commercial displayed on video screens
- 8 VIP area passes / day
- 8 W.C. Handy official basic T-shirts



Silver

\$2,500 - \$4,999

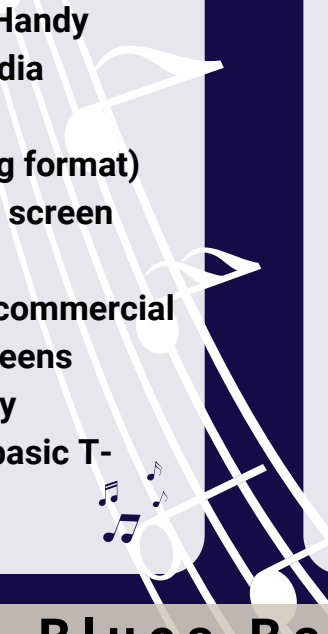
- Video screen recognition during event
- Sponsor announcements from stage
- Use of official W.C. Handy Festival logo in advertising and promotion, pending approval
- Inclusion on the W.C. Handy website and social media accounts
- Digital banner (16:9 jpg format) displayed on the video screen during the event
- 30 - second business commercial displayed on video screens
- 6 VIP area passes / day
- 6 W.C. Handy official basic T-shirts



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Festival Friend

\$1,000 - \$2,499

- Video screen recognition during event
 - Sponsor announcements from stage
 - Use of official W.C. Handy Festival logo in advertising and promotion, pending approval
 - Inclusion on the W.C. Handy website and social media accounts
 - Digital banner (16:9 jpg format) displayed on the video screen during the event
 - 15 - second business commercial displayed on video screens
 - 4 VIP area passes / day
 - 4 W.C. Handy official basic T-shirts
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Handy Helper

\$500 - \$999

- Video screen recognition during event
 - Sponsor announcements from stage
 - Inclusion on the W.C. Handy website and social media accounts
 - Digital banner (16:9 jpg format) displayed on the video screen during the event
 - 2 VIP area passes / day
 - 2 \$10 vouchers for official merchandise
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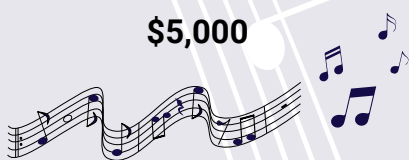
Blues Backer

\$100 - \$499

- Video screen recognition during event
 - Sponsor announcements from stage
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Additional Sponsorship Opportunities

On-Site Video Screen \$5,000



- Primary sponsor of large on-site video simulcast of the performance on stage throughout the park
- Signage displayed on video screens, and your business logo would appear periodically on the screen during the performances
- Inclusion on the W.C. Handy website and social media accounts
- Sponsor announcements from stage
- 45-second business commercial displayed on video screens
- VIP area passes (8 / day)
- 8 W.C. Handy official basic T-shirts

Beer Tent \$5,000



- Exclusive and prominent display of signage on and around official Beer Garden tent
- Inclusion on the W.C. Handy website and social media accounts
- Sponsor announcements from stage and digital banner (16:9 jpg format) on video screens
- 45-second business commercial displayed on video screens
- VIP area passes (8 / day)
- 8 W.C. Handy official basic T-shirts

Half Pot \$5,000



- Exclusive and prominent display of signage on and around official Half Pot tent
- Inclusion on the W.C. Handy website and social media accounts.
- Sponsor announcements from stage and digital banner (16:9 jpg format) on video screens.
- 45-second business commercial displayed on video screens.
- VIP area passes (8 / day)
- 8 W.C. Handy official basic T-shirts

Own A Night \$25,000



- Exclusively named primary night headliner sponsor
- Prominent display of signage for that night
- Inclusion on the W.C. Handy website and social media accounts
- Sponsor announcements from stage and digital banner (16:9 jpg format) on video screens
- 60-second business commercial displayed on video screens
- VIP area passes (10/day)
- 10 W.C. Handy official basic T-shirts

Visit our website at www.handyblues.org.



For information about a W.C. Handy Blues & Barbecue Festival sponsorship,
please contact us at WCHandyFestival@gmail.com