**SMOKIN' COUNTRY JAM™**
BBQ & Country Music Festival
WWW.**SMOKINCOUNTRYJAM**.COM



3076 95th Drive | Live Oak,
FL 32060 (386) 364-1683

BEER & BBQ
SMOKIN
Country Jam








SPONSORSHIP

# PRO-POSAL

WWW.SMOKINCOUNTRYJAM.COM

Florida BBQ Association

**Prepared For :** Your Amazing Brand/Company

# TABLE OF CONTENTS


01 ABOUT ***US***

02 SUMMARY OF ***THE PROJECT***

03 EVENT ***TIMELINE***

04 SPONSORSHIPS **PACKAGES**

05 THE **BENEFITS**

06 CONTACT ***US***


WWW.SMOKINCOUNTRYJAM.COM

*A Brand New Country Music Experience*

WWW.SMOKINCOUNTRYJAM.COM

Florida BBQ Association

# ABOUT*US*

01

Welcome to **Smokin' Country Jam™!**
We are proud to introduce the newest addition to the festival scene at the Spirit of the Suwannee Music Park, a venue with a long-standing reputation for hosting unforgettable music events. This festival is designed to bring together the best of country music and barbecue, featuring a sanctioned barbecue competition alongside top country artists.

At **Smokin' Country Jam™**, we aim to deliver an authentic, community-driven experience that honors the traditions of country music while creating new memories. Our festival is built on the pillars of Southern hospitality, music, family fun, and the flavors of great BBQ. By partnering with us, your brand will be part of a unique event that's sure to become a staple in North Florida.

WWW.SMOKINCOUNTRYJAM.COM

Florida BBQ Association

# PROJECT SUMMARY



**MAIN ATTRACTIONS:**

- **LIVE COUNTRY MUSIC:** ENJOY PERFORMANCES FROM TODAY'S TOP COUNTRY ARTISTS, CREATING A LIVELY ATMOSPHERE FOR ALL ATTENDEES.
- **SANCTIONED BBQ COMPETITION:** A HIGHLIGHT OF THE EVENT, WHERE BARBECUE ENTHUSIASTS AND EXPERTS COMPETE FOR TOP PRIZES, DRAWING CROWDS AND EXCITEMENT.
- **CAMPING OPTIONS:** EXPERIENCE THE FESTIVAL UP CLOSE WITH PRIMITIVE CAMPING SITES AVAILABLE FOR THOSE WHO WANT TO IMMERSE THEMSELVES IN NATURE.
- **RV HOOKUP SITES:** FOR A MORE COMFORTABLE STAY, RV HOOKUP SITES ARE AVAILABLE, PROVIDING CONVENIENCE AND ACCESSIBILITY FOR FESTIVAL-GOERS TRAVELING WITH THEIR HOMES ON WHEELS.
- **CABIN RENTALS:** FOR THOSE SEEKING A COZY RETREAT, CABIN RENTALS OFFER A PERFECT BLEND OF COMFORT AND RUSTIC CHARM, ALLOWING YOU TO RELAX AFTER A DAY FILLED WITH ACTIVITIES.
- **FAMILY-FRIENDLY ACTIVITIES:** FROM GAMES TO LOCAL VENDORS AND FOOD, WE'VE DESIGNED EXPERIENCES FOR ALL AGES, ENSURING THAT EVERYONE IN THE FAMILY HAS SOMETHING TO ENJOY.
- **LOCAL AND REGIONAL REACH:** EXTENSIVE MARKETING EFFORTS ACROSS RADIO, DIGITAL MEDIA, PRINT, AND TELEVISION ENSURE WIDE VISIBILITY FOR ALL SPONSORS, MAXIMIZING THEIR EXPOSURE.
- **ON-SITE GRAPHIC DESIGNER/MEDIA PRODUCTION PROFESSIONAL:** OUR PROFESSIONAL GRAPHIC DESIGNER/MEDIA PRODUCTION SPECIALIST WILL BE ON HAND TO CREATE ON-BRAND PROMOTIONAL MATERIALS FOR SPONSORS. THIS INCLUDES COMMERCIAL VIDEO ADS AND GRAPHIC MATERIALS THAT ALIGN WITH YOUR BRAND AESTHETIC, OFFERING A LEVEL OF QUALITY AND EXPERIENCE THAT TYPICALLY RUNS IN THE MID-THOUSANDS.

Our festival offers multiple touch points for businesses to engage with attendees, from exclusive on-site branding opportunities to high-visibility marketing campaigns.

Your sponsorship not only puts **your brand in front of thousands** but also aligns you with a festival built on quality, community spirit, And A brand new tradition in the making.

Come be ***ICONIC*** with us.

# EVENT TIMELINE

**EARLY JANUARY**
Initial Consultation(s)

**MID- JANUARY**
Report Preparation

**LATE JANUARY**
revisions (IF NEEDED)

**EARLY FEBRUARY**
Outputs

**MID-FEBRUARY**
Client Breakdown

**PRE-EVENT MARKETING AND PREPARATION:**

•January: Finalize sponsorship agreements and launch promotional campaigns, including social media and radio ads, TV Ads, Etc.
• February: Distribute printed materials (flyers, posters), begin targeted digital campaigns, and promote sponsors through media channels.

**EVENT WEEK: FEBRUARY 28, 2025-MARCH 1, 2025**

• Day 1-2: Setup and final preparations, including on-site branding for sponsors.
• Event Days: Full event coverage with brand mentions, on-site engagement, and VIP experiences for top-tier sponsors.

**POST-EVENT:**

• Following the festival, we will continue to promote sponsors through post-event media coverage and social media recaps. Sponsors will be featured in the festival's highlights, which will be shared with the audience through our digital platforms.

WWW.MUSICLIVESHERE.COM
WWW.SMOKINCOUNTRYJAM.COM







# BASIC LEVEL SPONSORS

| BACK PAGE | FULL PAGE | HALF PAGE | QUARTER PAGE | EIGHTH PAGE |
|---|---|---|---|---|
| 5.5x8.5 | 5.5x8.5 | 5.5x4.25 | 2.725x4.25 | 2.725x2.25 |
| FULL COLOR | FULL COLOR | FULL COLOR | FULL COLOR | FULL COLOR |
| $500 | $400 | $225 | $150 | $100 |

# ELITE LEVEL SPONSORS

### BRONZE PACKAGE - $500
Logo placement on event materials
Social media shout-outs (3 posts)
Company name on website sponsor page

### SILVER PACKAGE - $1,000
All Bronze Package benefits
Banner display at event
Mention in press releases
2 complimentary event tickets

### GOLD PACKAGE - $2,500
All Silver Package benefits
Larger logo on event materials
Featured article on website
5 complimentary event tickets
Opportunity to distribute promotional materials Premium Sponsorship Packages with Commercials


### BRONZE PACKAGE - $500
Logo placement on event materials
Social media shout-outs (3 posts)
Company name on website sponsor page

### SILVER PACKAGE - $1,000
All Bronze Package benefits
Banner display at event
Mention in press releases
2 complimentary event tickets

### GOLD PACKAGE - $2,500
All Silver Package benefits
Larger logo on event materials
Featured article on website
5 complimentary event tickets
Opportunity to distribute promotional materials Premium Sponsorship Packages with Commercials

# SPONSORSHIP BENEFITS

## Whats in it for me, You Ask?

Our sponsors are part of what makes the Smokin' Country Jam™ (www.SmokinCountryJam.com) unforgettable, and we are committed to making your experience as a marketing partner as beneficial and as simple as possible.
We offer a variety of customizable sponsorship packages to fit your marketing needs. Here are a few popular options:

**ON-SITE ACTIVATION:**
Receive a 10ft x 10ft promotional space in a high-traffic area. Use this space for a branded van, tent, display banners, tables, brand ambassadors dressed to fit the festival theme, and games to draw foot traffic and win prizes. Access to power will be provided, but sponsors are responsible for lights, extension cords, etc.

**BRANDED SPONSOR BANNERS:**
Supply a mutually agreed number of 4ft H x 6ft W banners to be placed at high-traffic entry/exit points at the festival.

**FESTIVAL PROGRAM INCLUSION:**
Get a half-page color ad in the 2023 Smokin' Country Jam Program, handed out to fans. The program includes set times, artist bios, a festival map, and other useful information. The ad size is 4.25" height x 5.5" wide, perfect for branding, sponsor recognition, or targeting your audience with a bounce-back retail element.

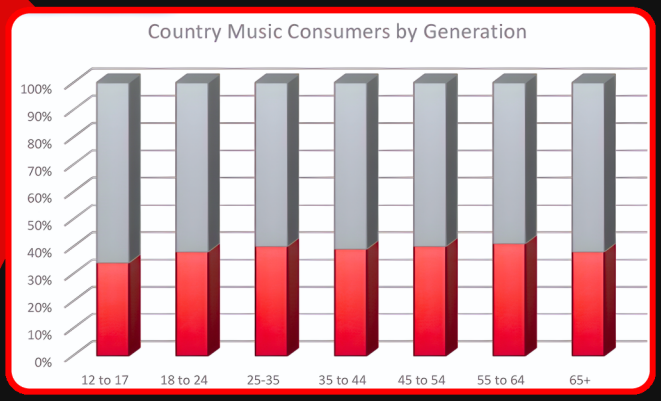
**DIGITAL BANNER AD:**
Receive a banner ad with a hyperlink to a landing page of your choice, placed in the "Sponsors" section of the Smokin' Country Jam website (www.SmokinCountryJam.com). Use this ad to promote your partnership, provide a call to action, or offer a bounce-back incentive. Available ad sizes:

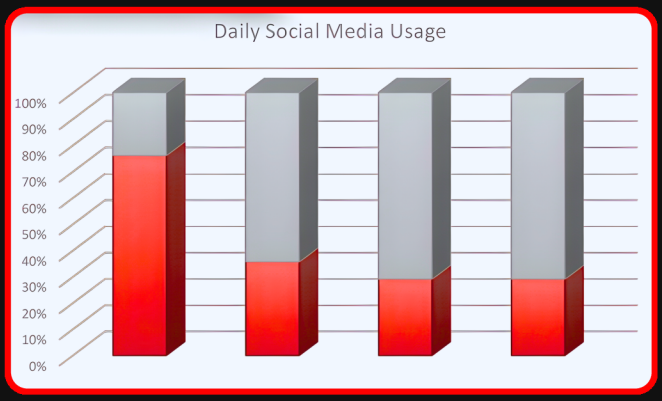
- Square: 320x280
- Banner: 320x100

**SOCIAL MEDIA SATURATION:**
Benefit from promotion through our social media channels. The Spirit of the Suwannee and the Smokin' Country Jam have a wide reach with more than 150,000 engaged followers across Facebook, Instagram, and Twitter.

**OTHER OPPORTUNITIES INCLUDE:**

- VIP Club Naming Rights
- "Presented by" status of the second stage, "Amphitheater" stage.




WWW.SMOKINCOUNTRYJAM.COM
WWW.MUSICLIVESHERE.COM

Florida BBQ Association

# GET IN TOUCH

06

WWW.SMOKINCOUNTRYJAM.COM

Info@SmokinCountryJam.com

3076 95th Drive | Live Oak FL, 32060 (386)364-1683

BECOME A SPONSOR NOW BY REACHING OUT TO Ryan@MusicLivesHere.com, or fill out the application online at

**WWW.SMOKINCOUNTRYIAM.COM/SPONSOR**



# THANK YOU, AND WE HOPE TO COLLABORATE WITH YOU IN THE FUTURE.

BBQ, MUSIC & THE GREAT OUTDOORS

SMOKIN Country Jam

Florida BBQ Association

Spirit of the Suwannee Music Park & Campground

SMOKIN' Country Jam™

3076 95th Drive

Live Oak FL, 32060

(386)364-1683