



## Sponsorship Proposal



## **Sweetwater Blues n' Brews Festival 2011**

The Sweetwater Blues n' Brews Festival is a local event that benefits the Urban Renewal Agency (URA). The 2011 Sweetwater Blues n' Brews Festival will be held on Saturday, August 13, 2011 at Bunning Park, Downtown Rock Springs, Wyoming. The first annual Sweetwater Blues n' Brews Festival was held in the summer of 2008 and an estimated 1500+ individuals participated in the all-day event that combines great blues music with a brew tasting that showcases regional microbreweries. This year we hope to see over 2000 attendees!

### **Rock Springs Urban Renewal Agency (URA)**

The City of Rock Springs Urban Renewal Agency (URA) and Main Street Programs are charged with the responsibility of revitalizing the Urban Renewal District, which generally encompasses the downtown central business district and the east entrance to the City of Rock Springs. The URA has been in existence since 2005. Their mission is to rejuvenate, renovate, and revitalize the Downtown District of Rock Springs.

### **Demographics**

The Sweetwater Blues n' Brews targets both genders, 21 and older, with a love of great brew and great blues music!

**There are many opportunities for sponsorship at various levels for the Sweetwater Blues n' Brews Festival.**





## **Royal Sponsor - \$5000+**

**The Royal Sponsor is an exclusive level reserved for only one organization. The event will be advertised as the “Sweetwater Blues n’ Brews Festival sponsored by XYZ Company” in all 2011 advertising including:**

- **Prominent banner at the event**
- **Event t-shirts**
- **Flyers, posters, press releases**
- **Event handouts**
- **Radio advertising**
- **Numerous mentions during the event**

**Royal sponsorship also includes:**

- **Ten (10) complimentary tickets for the brew tasting event**
- **Ten (10) event t-shirts**
- **Ten (10) commemorative event glasses**





## **Sky Sponsor - \$2500+**

**Individuals or organizations that choose the Sky Sponsor Level will be recognized by logo and/or name in all 2011 advertising including:**

- Name on Sky sponsor banner at the event
- Event t-shirts
- Flyers, posters, press releases
- Event handouts
- Radio advertising
- Numerous mentions during the event

**Sky sponsorship also includes:**

- Five (5) complimentary tickets for the brew tasting event
- Five (5) event t-shirts
- Five (5) commemorative event glasses





## **Powder Sponsor - \$1000+**

**Individuals or organizations that choose the Powder Sponsor Level will be recognized by logo and/or name in all 2011 advertising including:**

- Name on Powder sponsor banner at the event
- Event t-shirts
- Flyers, posters, press releases
- Event handouts
- Radio advertising
- Numerous mentions during the event

**Powder sponsorship also includes:**

- Two (2) complimentary tickets for the brew tasting event
- Two (2) event t-shirts
- Two (2) commemorative event glasses





## **Indigo Sponsor - \$500+**

**Individuals or organizations that choose the Indigo Sponsor Level will be recognized by logo and/or name in all 2011 advertising including:**

- Name on Indigo sponsor banner at the event
- Event handouts
- Radio advertising
- Numerous mentions during the event

**Indigo sponsorship also includes:**

- Two (2) commemorative event glasses
- Two (2) complimentary tickets for the brew tasting event
- Two (2) event t-shirts





## Sponsorship Agreement

Contact Person: \_\_\_\_\_ Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Daytime Phone Number: \_\_\_\_\_ Nighttime Phone Number: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

### Acknowledgement Information

Please use the following name(s) in all acknowledgements:

\_\_\_\_\_

Sponsorship Level (check the one that applies):

- Royal       Sky       Powder       Indigo

Attached is my check payable to **Rock Springs Renewal Fund/URA** in the amount of \$ \_\_\_\_\_

Mail this form and check to: Rock Springs Main Street/URA, Sweetwater Blues n' Brews Committee,  
450 South Main Street, Rock Springs, WY 82901

