



the White Mountain Boogie N' Blues Festival

*Winner, Favorite New England Blues Festival
2004 and 2005 – Blues Audience Readers Poll*

*2008 - Governor John Lynch proclaims the
3rd week of August “Boogie N' Blues Weekend”*

Greetings!

Mike and I would like to encourage you to take advantage of the advertising opportunities that sponsorship of the 2011 White Mountain Boogie N' Blues Festival can provide. We advertise the Festival in newspapers and magazines, and on the radio... placing your company name in the hands and ears of thousands of potential customers.

Planning for the 15th Annual White Mountain Boogie N' Blues Festival is now underway. This 3-day festival draws visitors to the White Mountains every summer. We are offering advertising opportunities that include on-site banners, listings on all promotional materials and on the ever-popular www.nhblues.com. All sponsor applications must be received by June 1, 2011 to ensure inclusion in all print materials. But don't wait... start making your advertising dollars work for you today!

Brad Benton
WMBB Co-founder

LET THE WHITE MOUNTAIN BOOGIE N' BLUES FESTIVAL ADVERTISE YOUR COMPANY FOR YOU!

Your sponsorship puts your company name into:

- *The Blues Festival Guide* (national circulation 100,000)
- North Atlantic Blues Festival official program (circulation 10,000)
- 12 newspapers with a combined circulation over 100,000 and readership in excess of 200,000
- Radio ads and lead sponsorship of blues radio programming
- *Blues Audience* newsletter (circulation 3,000)
- **www.nhblues.com** (receives over 1 million page views per year)
- All White Mountain Boogie N' Blues ticket holders
- 5,000 event flyers handed out at festivals throughout New England
- 500+ posters





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SPONSORSHIP OPPORTUNITIES

ALL-STAR FESTIVAL SPONSOR \$3000

- Company logo on all printed materials (tickets, wristbands, program guide, press releases, posters, flyers, e-mail newsletters, and ads published throughout New England and nationally)
- Banner on-stage (4'x6' space - sponsor provides banner)
- Live on-stage mentions during Festival – “*Your Company Name* welcomes you to the 2011 White Mountain Boogie N’ Blues Festival”
- Logo and weblink on front page of www.nhblues.com
- 2 “VIP Access Pass” Tickets (VIP center stage reserved seating and Backstage BBQ for the weekend)
- Promotional vendor display space on Festival grounds

BACKSTAGE BBQ SPONSOR \$1500

CLIMBING WALL SPONSOR \$1500

FIREWORKS SPONSOR \$1500

- Banner on sponsored event (4'x6' space - sponsor provides banner)
- Live on-stage mentions during Festival
- “Presented by” logo in program guide and on posters
- Logo and weblink on sponsor page of www.nhblues.com
- 4 tickets to the Festival

BLUE RIBBON SPONSOR \$500

FRIENDS OF THE FESTIVAL / MUSIC IN THE SCHOOLS SPONSOR \$500

FESTIVAL WORKSHOPS SPONSOR \$500

- Business name listed in program
- Logo and weblink on sponsor page of www.nhblues.com
- Banner on site (4'x6' space - sponsor provides banner)
- 2 tickets to the Festival

WEB BANNER ADVERTISEMENTS \$500/year

- Proudly display your web banner at www.nhblues.com
- Reach over 3000 web visitors daily
- Submit your own banner or have our design department create one for you. For pricing and information, contact support@nhblues.com



SPONSORSHIP OPPORTUNITIES

CREATE YOUR OWN CUSTOM SPONSORSHIP

Put your ad dollars to work for you, and promote your business at an event with thousands of happy guests...

- Banner on-stage (4'x6' space - sponsor provides banner)
- Banner on site (4'x6' space - sponsor provides banner)
- Banner at Main Gate (4'x6' space - sponsor provides banner)
- Logo on all Festival Publications
- Logo for Sponsor Page in Program Guide (included with any sponsorship)
- Logo on Wristbands
- Live on-stage mention (included with any sponsorship)
- Business name at Climbing Wall or at Friends of the Festival Program
- Logo with Link on www.nhblues.com (\$500 1 year)
- Web Banner on www.nhblues.com (\$500 1 year)

In Trade options are also available. To inquire, please call 603-726-3867.

SUBMITTING YOUR LOGO:

Please email a 300 dpi JPEG or PDF file to: support@nhblues.com

OR print a nice clean copy of your logo and mail it to:

WMBB

2010 Route 175

Thornton, NH 03285

WEB BANNERS:

Must be 375 pixels wide by 60 pixels high, single frame JPEG format

Email to: support@nhblues.com

ON-SITE BANNERS:

Must be provided by the sponsor, with a maximum size of 4'x6'.

The 2011 White Mountain Boogie N' Blues Festival Sponsorship Registration Form

Company / Name _____

Address _____

City / State / Zip _____

Phone _____ Fax _____

Email _____

Contact Person _____

SELECT YOUR SPONSORSHIP PACKAGE:

- All Star Festival Sponsor \$3000
- Backstage BBQ Sponsor \$1500
- Climbing Wall Sponsor \$1500
- Fireworks Sponsor \$1500
- Blue Ribbon Sponsor \$500
- Friends of the Festival / Music in the Schools Sponsor \$500
- Festival Workshop Sponsor \$500
- VIP Access Pass Tickets (2) \$500
- Web Banner \$500 - 1 yr

Credit Card: Mastercard Visa Discover

Credit Card Number _____ Exp _____

Zip Code _____ Signature _____

Checks or money orders may be made payable to Benton's Sugar Shack.
Please return this form with payment by June 1, 2011 to:

**The White Mountain Boogie N' Blues Festival
c/o Benton's Sugar Shack
2010 Route 175
Thornton, NH 03285**

QUESTIONS? Please call 603-726-3867 or email us at info@nhblues.com