

WHAT THEY'RE SAYING:

“Simply one of the best, if not THE best, of all the fabulous blues festivals in Colorado – or anywhere else for the matter!”

WOLF (Dec. 2016)

“My husband and I go to this event every year. Winter Park is a fabulous place to spend time and the blues show is always full of great musical talent.”

MICHELLE L. (Aug. 2016)

“Every year the music is great and the weather fabulous! Definitely a great way to chill, surrounded by the beauty of Colorado’s Rocky Mountains.”

JAN D. (May 2016)

“One of the very best festivals in the country. Can’t be beat for atmosphere, artists, and price!”

ROBERT B. (July 2015)

“This is the festival feel with major artists performing in a beautiful location. All while raising money for Blue Star Connection.”

SKIP B. (Dec 2016)



SOCIAL MEDIA METRICS

This annual event is produced by the Grand County Blues Society and features two days of live music in a festival setting.

TOTAL ATTENDANCE

{ Over 2,700 }

ATTENDEE SPENDING

Total Spending: \$1,039,053

Activities: \$78,814

Bars/Restaurants: \$424,414

Grocery/Liquor Stores: \$69,882

Lodging: \$389,667

Shopping: \$57,375

HOUSEHOLD INCOME

Before Taxes

\$0 - \$24K 2%

\$25K - \$49.9K 8%

\$50K - \$74.9K 15%

\$75 - \$99.9K 11%

\$100K - \$149.9K 9%

\$150K - \$199.9K 21%

\$200K - \$299.9K 12%

\$300K - \$499.9K 4%

\$500,000K+ 2%

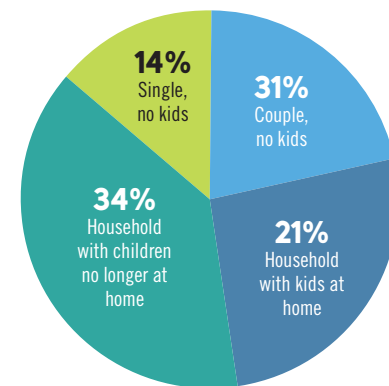
LODGING INFO

Room Nights: 5567

Lodging Spend: \$389,667

Average Nights: 7

HOUSEHOLD STATUS



ATTENDEE EDUCATION

High school degree 5%

Some college 13%

College graduate 45%

Some Post-grad work 9%

Post-grad degree 27%

EMPLOYMENT STATUS

Part-time employed 07%

Fully employed 60%

Partially retired 16%

Fully retired 17%

WE'RE VERY Social...

- facebook.com/bluesfromthetop
3,749 page likes; 3,662 followers
- facebook.com/grandcountyblues
2,178 page likes; 2,124 followers
- instagram.com/bluesfromthetop
(New profile dedicated to the festival)
74 posts; 518 followers & growing fast
- instagram.com/grandcountyblues
82 posts; 500 followers
- www.bluesfromthetop.org
Mailing list of 4,118 subscribers
(28% open rate) for dedicated e-blasts

#bluesfromthetop | #elevateyourblues

Where Do Our Fans Live?

TOP TEN LOCATIONS

- Colorado 74.2%
- Texas 9.7%
- California 2.2%
- Florida 1.1%
- Illinois 1.1%
- Iowa 1.1%
- Kentucky 1.1%
- Louisiana 1.1%
- Maine 1.1%
- Michigan 1.1%

GRAND COUNTY BLUES SOCIETY PRESENTS



JUNE 23

JUNE 24

Grand County, Colorado · Hideaway Park

KENNY WAYNE SHEPHERD BAND
NORTH MISSISSIPPI ALLSTARS · VINTAGE TROUBLE
RICK ESTRIN AND THE NIGHTCATS
NICK MOSS BAND FEATURING **DENNIS GRUENLING**
HONEY ISLAND SWAMP BAND · SOUTHERN AVENUE
KARA GRAINGER · DRAGONDEER · FUSE WORSHIP

PLUS

KEEPING THE BLUES ALIVE YOUTH STAGE
 NIGHTLY SHOWS AT SMOKIN' MOE'S · MUSIC ON THE MALL AT COOPER CREEK
 ULLRS SHOWS · FEST AFTER PARTY AT WINTER PARK PUB

★ SPONSORSHIP OPPORTUNITIES ★

Welcome

TO THE MOUNTAINS...

After being named Colorado's best blues music festival two years in a row by the Colorado Blues Society, **Blues from the Top Music Festival** doesn't plan to slow down. This weekend festival has earned the reputation for showcasing some of the best National talent and hopes to expand audience and musical scope in 2018, expecting crowds of 3,000 or more each day. 2017 featured an impressive lineup of artists including **The Fabulous Thunderbirds, Anders Osborne, C.J.Chenier, Jimmy Vivino, Alvin Youngblood Hart, Carolyn Wonderland** and others, while past years have seen the likes of **Joe Bonamassa, Tab Benoit, Eric Gales, Walter Trout, Wet Willie with Jimmy Hall, Chris Cain, Dana Fuchs and Tommy Castro.**

Hideaway Park, the home of Blues from the Top, is centrally located in downtown Winter Park, Colorado, making BFTT a truly one-of-a-kind event with amazing views of the Continental Divide. The festival has grown since its conception in 2003 and has evolved into a true blues and roots music event, providing a welcoming atmosphere for people of every walk of life. Blues from the Top attendees really become part of the Blues Family when they arrive, and treat each other as such. The event's producers, along with our volunteers and community, create a utopia of great music for festival attendees. This year we will be celebrating our 16th Year. In keeping with tradition, the festival will continue to evolve and will be better than the year before. And most importantly, we are excited about the new band shell and permanent stage.



ABOUT US:



Blues from the Top is an annual music festival produced by the non-profit **Grand County Blues Society**. Revenues raised go toward the yearly event, and the Grand County Blues Society programs, including **Blue Star Connection, Blues In The Schools** and **Check Out the Music**, as well as to bring national blues artists to Grand County on a regular basis. We proudly promote our local community and our various sponsors. More information on GCBS and its programs can be found at www.grandblues.org.



Blue Star Connection (BSC) is dedicated to bringing music into the lives of children and young adults who are fighting cancer and other life-challenging situations by providing access & ownership of musical instruments in the name of Music Therapy. BSC works with Music Therapists in various hospitals and clinics across the U.S., fulfilling their 'wish lists' and fortifying their Music Therapy programs with much-needed gear. As a means of raising funds and awareness, BSC hosts benefit concerts in many cities around the country. To date, we have reached hundreds of kids and have donated gear to nearly 60 Children's Hospital Music Therapy programs, as well as several other community programs. Please help us continue this mission at www.bluestarconnection.org.

SPONSORSHIP OVERVIEW

★ Presenting Sponsor

- Blues from the Top Presented By: *Your business!* On all print and digital collateral
- 4 All Access, 16 VIP and 10 GA tickets each day
- Customized on-site activation opportunities
- Social media campaign/contests inclusions
- Targeted display for product sampling
- Exclusive access to BFTT attendees through social networking outlets before & after the event
- Mention on all e-blasts to blues database plus 2 dedicated e-blasts to Blues database

- Year-round sponsor of Grand County Blues Society and honorary Gold Membership
- Logo displayed prominently on B-Roll of Jumbotron
- Mention at all GCBS regular night shows
- Logo on volunteer t-shirt
- Stage mentions at all breaks plus radio mentions
- Website presence all year long **BluesFromTheTop.org, GrandBlues.org & BlueStarConnection.org**
- Meet and greet with your favorite band and have professional photos taken

Corporate Sponsor

- 10'x20' private tent with hospitality and security for your group of 15 people
- Year-round sponsor for GCBS and Corporate Sponsor for Blues From The Top
- 10 General Admission tickets each day
- Mention at all GCBS regular night shows
- Mention on all e-blasts to blues database
- Logo displayed on B-Roll of Jumbotron
- Logo on poster, all print ads and volunteer t-shirt
- Stage mentions at all breaks
- Radio mentions
- Website presence all year long on **BluesFromTheTop.org** and **GrandBlues.org**

Category Sponsor

- 10 VIP and 10 General Admission tickets each day
- Customized on-site customer activation opportunities
- Social media campaign/contests inclusions
- Targeted display for product sampling
- Mention on all e-blasts to blues database
- Year-round sponsor of Blues from the Top
- Complimentary 10'x10' vendor space
- Logo on B-Roll of Jumbotron
- Logo on poster, all print ads and volunteer t-shirt
- Stage mentions at all breaks
- Radio mentions
- Website presence all year long on **BluesFromTheTop.org** and **GrandBlues.org**

Asset Sponsor

Available assets include **Green Room, VIP Tent, Youth Stage, Volunteer Shirts, Guitar Raffle**

- 6 VIP tickets and 6 General Admission tickets each day
- Logo on B-Roll of Jumbotron
- Logo on poster
- Logo on all print ads
- Logo on volunteer t-shirt
- Some stage mentions
- Logo and link all year long on **BluesFromTheTop.org**

Membership Sponsor

- 4 VIP tickets each day
- Business name on print ads over 1/2 page in size
- Logo on Jumbotron B-Roll
- Honorary Gold Membership to GCBS
- Logo and link all year on **GrandBlues.org**

Associate Sponsor

- Two GA tickets for both days
- Business name on print ads over 1/2 page in size
- Logo on Jumbotron B-Roll
- Logo on festival promo

Contact **TIM HUBBARD** about Sponsorship Opportunities at (970) 531-2691 or HubbardinWP@me.com.



WWW.BLUESFROMTHETOP.ORG ★ GRANDBLUES.ORG