

WHAT THEY'RE SAYING:

“It was a blast! Thanks for another great time.”

SHERYL Z. (July 2019)

“I have been to all 17. Have to say this was right up there with one of the best!”

MARK T. (July 2019)

“First time. Phenomenal performances. Premier talent. Great time!”

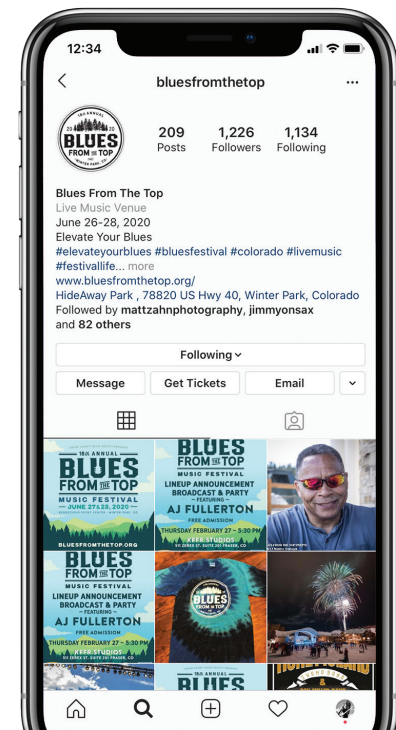
JEREMY H. (July 2019)

“We’ve had this event circled on our ‘to-do’ list for a few years now. We FINALLY made it! Had a great time and made many new friends. THANK YOU ALL for such a great festival.”

SCOTT C. (July 2019)

“Had an awesome time! Great music, mountain beauty what more could anyone ask for? Thanks to all who worked so hard to bring this fantastic event together! I had so much fun!”

SANDY O. (July 2019)



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.

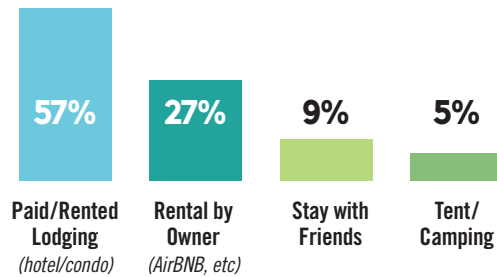
TOTAL ATTENDANCE

{ More than 5,000 }

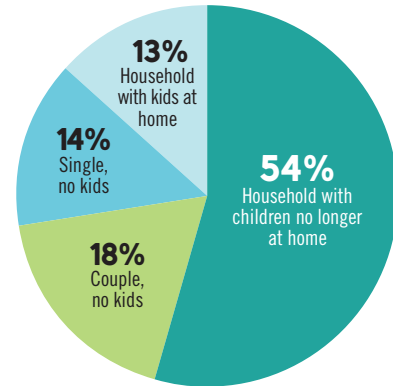
EVENT ECONOMIC IMPACT

{ \$1.5M + }

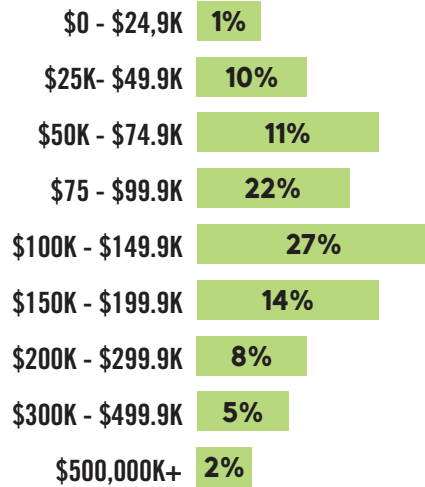
ACCOMMODATION TYPE



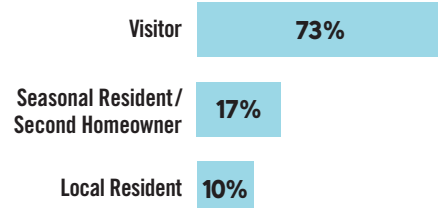
HOUSEHOLD STATUS



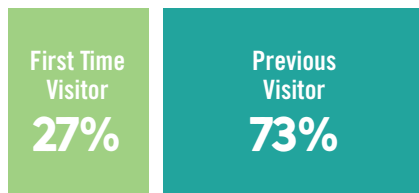
HOUSEHOLD INCOME Before Taxes



EVENT VISITOR TYPE



AREA VISITOR TYPE



WE'RE VERY Social...

- facebook.com/bluesfromthetop
 3,749 page likes; 4,420 followers
- facebook.com/grandcountyblues
 2,178 page likes; 2,501 followers
- instagram.com/bluesfromthetop
 200 posts; 1,177 followers
- instagram.com/grandcountyblues
 162 posts; 913 followers
- www.bluesfromthetop.org
 Mailing list of 4,118 subscribers (28% open rate) for dedicated e-blasts

ATTENDEE AGE

Age	Response Ratio
20-30	1%
30-40	3%
40-50	7%
50-60	32%
60-70	50%
70-80	8%



GRAND COUNTY BLUES SOCIETY PRESENTS

18th ANNUAL

BLUES FROM THE TOP

MUSIC FESTIVAL

JUNE 27 & 28, 2020

RENDEZVOUS EVENT CENTER • WINTER PARK, CO

JONNY LANG • OTEIL & FRIENDS

ERIC GALES • SUE FOLEY • CHARLIE MUSSELWHITE

SUGARAY RAYFORD • SOUTHERN HOSPITALITY

DWAYNE DOPSIE & THE ZYDECO HELLRAISERS

KERRY PASTINE & THE CRIME SCENE

A.J. FULLERTON

★ SPONSORSHIP OPPORTUNITIES ★

#bluesfromthetop #elevateyourblues

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 2020, expecting crowds of 3,000 or more each day. 2019 featured an impressive lineup of artists including **Lucinda Williams, The Record Company, Allman Betts Band, Robert Randolph & the Family Band, Danielle Nicole Band, Tinsley Ellis, Samantha Fish** and others, while past years have seen the likes of **Joe Bonamassa, Kenny Wayne Shepherd Band, North Mississippi Allstars, Vintage Trouble, Tab Benoit, Eric Gales, Walter Trout, Nick Moss Band, Wet Willie with Jimmy Hall, Chris Cain, Dana Fuchs, The Fabulous Thunderbirds, Honey Island Swamp Band, Tommy Castro, Anders Osborne, C.J. Chenier, Jimmy Vivino, Alvin Youngblood Hart, and Carolyn Wonderland.**

The Rendezvous Event Center at 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 19th festival. In keeping with tradition, the event will continue to evolve and will be better than the year before. And again, we are extremely 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 - \$15,000

- 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 two dedicated e-blasts to Blues database

Corporate Sponsor - \$7,500

- 10'x20' private tent with hospitality and security for your group of 15 people
- 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**

Experiential Sponsor - \$3,500

- 6 VIP and 6 Gen Adm tickets each day
- Customized on-site customer activation opps
- Social media campaign/contests inclusions
- Targeted display for product sampling
- Mention on all e-blasts to blues database
- Complimentary 10'x10' vendor space
- Logo on B-Roll of Jumbotron
- Logo on poster, all print ads & volunteer t-shirt
- Stage mentions at all breaks
- Radio mentions
- Logo and link all year long on **BluesFromTheTop.org**

Asset Sponsor - \$2,500

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

Community Sponsor - \$1,500

- 4 VIP tickets each day
- 4 General Admission tickets each day
- Business name on print ads over 1/2 page
- Logo on Jumbotron B-Roll
- Logo and link on **BluesFromTheTop.org**

Associate Sponsor - \$500

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

Entertainment Sponsor - \$5,000

- 10 VIP tickets
- 10 Minute private Meet & Greet each day with your favorite artists/band on the lineup
- Logo displayed on B-Roll of Jumbotron
- Logo on poster, all print ads and volunteer t-shirt
- Some stage mentions
- Website presence all year long on **BluesFromTheTop.org**

