



2nd Annual **DOWN SOUTH MUSIC FEST**

EVENT LOCATION: 1316 FLORALA HWY Opp AL.
MAILING ADDRESS: 17371 T.T. CLARK ROAD OPP AL. 36467
PHONE: 334-208-7595 OR 334-208-6600
EMAIL: donniew_334@yahoo.com

Dear potential sponsor, we would like to invite you to join us in gearing up for our 2nd annual Down South Music Fest in Opp Alabama!

Down South Music Fest will have our 2nd annual music fest on July 22nd & July 23rd 2022!

This is our 2nd Annual of many annual Down South Music Festivals in Opp Alabama and will feature local, regional, and Nationally known artists from around the U.S., loads of vendors, ATV show, sky divers, bouncy houses and so much more. The City of Opp has given their blessing and has donated an approximate 30-acre eye catching field on the corner of the Opp 84 Bypass and Florala highway which is where so many out-of-town beach travelers pass through.

We have a very knowledgeable team that is very committed to the success of our annual fest such as Pam Potter, our event coordinator. Pam has been involved in the Opp Rattlesnake Rodeos' continued success over the last 9 years and we are excited to have her on board with us.

We anticipate a crowd of no less than 5,000 in attendance for this event and we want you as a sponsor and we want your business promoted/ recognized in a way that everyone in attendance will know who has played a part in such a successfully fast-growing festival that will be around for years to come which will also help our local communities grow and prosper.

Down South Music Fest has several levels of sponsorship that include special benefits to promote your business and give recognition for your support. We invite you to review the enclosed sponsorship information that will help you to decide how your business can be a part of the 2nd annual Down South Music Fest. The festival will be covered by various types of media outlets: sports, editorial, and entertainment to name a few. Your business can be in the forefront along with Down South Music Fest multi- media outlet promotions.

We hope you choose to be a part of our 2nd annual music festival endeavor and the many more to follow, and our great community. Please review the enclosed sponsorship outline and application.

If you have any questions, please contact, Donnie Wilson 334-208-7595 / Danielle Wilson 334-208-6600 /or Pam Potter 334-313-7436. You can also reach out via email to donniew_334@yahoo.com

The Lineup

The Lacs

Drake White

Kentucky Music Mafia

Reid Haughton

Today's Yesterday Band

Levee Road

Sponsorship Packages

ELITE SPONSOR

\$8000

- Company banner on stage and on ground level.
- Promotional material such as numerous banners and brochures.
- Mention as elite sponsor in media including television, radio, new releases, PGA interviews, and more.
- Full page ad on Down South Music Fest's Facebook page.
- Front page or inside front cover (full page) ad in program.
- Complimentary vendor booth in one of the prime vendor locations.
- 12 VIP backstage passes including premium front of stage seating.
- 20 Complimentary standard admission armbands.
- Two (2) free ice box/coolers entries with standard or adult-beverages of your choice.
- 1 FREE RV/Tent Dry camping spot.
- 2 Free Down South Music T-Shirts

PLATINUM SPONSOR

\$5000

- Company name on stage.
- Spotlight appearance on stage for company representative.
- Promotional materials such as posters, banners, and brochures.
- Mention as platinum in media including television, radio, news releases, PSAs, interviews, etc. Front inside or back cover full-page ad in Down South Music Fest program.
- Complimentary vendor booth
- Listing and numerous mentions on Down South Music Fest official Facebook page.
- 10 VIP/ backstage pass tickets including premium front of stage seating.
- 20 complimentary standard admission arm bands.
- Two (2) free ice box/ cooler entries with standard or adult-beverages of your choice.

GOLD SPONSOR

\$3000

- Promotional materials such as posters, banners, and brochures.
- Mention as Gold sponsor in media including news releases, and PSAs.
- Company banner placed on location at stage area.
- Two (2) page ad in Down South Music Fest program.
- Listing on Down South Music Fest official Facebook page.
- 5 VIP/ backstage pass tickets including premium side stage seating.
- 10 complimentary standard admission arm bands.
- One (1) free ice box/ cooler entry with standard or adult-beverages of your choice.

SILVER SPONSOR

\$1500

- Promotional materials such as posters, banners, and brochures.
- Mention as Silver sponsor in media including news releases, and PSAs.
- Company banner placed on location at festival.
- One (1) full page ad in Down South Music Fest program.
- Listing on Down South Music Fest official Facebook page.
- 2 VIP/ backstage pass tickets including premium side stage seating.
- 6 complimentary standard admission arm bands.
- One (1) free ice box/cooler entry with standard or adult-beverages of your choice.

BRONZE SPONSOR

\$1000

- Promotional materials such as posters, banners, and brochures.
- Mention as Bronze sponsor in media including news releases, and PSAs.
- Company banner placed on location at festival.
- One (1) full page ad in Down South Music Fest program.
- Listing on Down South Music Fest official Facebook page.
- 6 complimentary standard admission arm bands.
- One (1) free ice box/cooler entry with standard or adult-beverages of your choice.

COMPANY SPONSOR

\$750

- Company banner placed on location at festival
- One (1) full page ad in Down South Music Fest program.
- Listing on Down South Music Fest official Facebook page
- 5 complimentary standard admission arm bands.
- One (1) free ice box/cooler entry with standard or adult-beverages of your choice.

COMPANY SPONSOR

\$500

- Company banner placed on location at festival.
- Half page ad in Down South Music Fest program.
- Listing on Down South Music Fest official Facebook page
- 4 complimentary standard admission arm bands.

COMPANY SPONSOR

\$250

- Company banner placed on location at festival.
- Half page ad in Down South Music Fest program.
- Listing on Down South Music Fest official Facebook page
- 2 complimentary standard admission arm bands.

Attention: Important Information and Deadlines

Please email publication information to Pam Potter
pamg@cityofopp.com or call (334) 313-7436.

- Your company logo (black/white color only in JPEG, BMP, PNG, or format for program printing and placement on the Down South website.
- Your publication information must meet the given deadline. Sponsorship materials for the Down South Music Fest including banners and the Down South Music Fest program book must be submitted to the chosen printer no later than two (2) weeks before the event start date of July 22, 2022.

Publication information deadline: ASAP:

If you have chosen a high level sponsorship, your information will be needed sooner for promotion uses.

Make all checks payable to:

TODAY'S YESTERDAY BAND ENTERTAINMENT LLP

Sponsorship Applications and checks must be mailed to:

Today's Yesterday Band Entertainment LLP
17371 T.T. Clark Road
Opp, AL 36467

Check memo should include: Down South Music Fest Sponsor
Please return your application and payment by June 24, 2022.

If you have any additional questions regarding sponsorships, contact the following:

Pam Potter
phone: 334-313-7436
email: pamg@cityofopp.com
or
Donnie Wilson
phone: 334-208-6600
email: donniew_334@yahoo.com

TYBE has joined together in partnership for the 2nd Annual Down South Music Fest with the following:

Company Name: _____

Company name to be listed on publications: _____

Select the committed sponsorship level

\$8,000 ELITE SPONSOR

\$5,000 PLATINUM SPONSOR

\$3,000 GOLD SPONSOR

\$1,500 SILVER SPONSOR

\$1,000 BRONZE SPONSOR

\$750 COMPANY SPONSOR

\$500 COMPANY SPONSOR

\$250 COMPANY SPONSOR

Company Name _____

Company Contact _____

Contact Email Address _____

Company Address _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Company Web site _____

Signature _____ Date _____

With the submission of this application with your selected sponsorship level, you agree to uphold your commitment and accept the responsibility to promptly return the payment to the
DOWN SOUTH MUSIC FEST.

Sponsorship application & payment deadline ASAP

Make checks payable to Today's Yesterday Band Ent. Send payment to Today's
Yesterday Band Ent. 17371 TT Clark Road. Opp, Al 36467