

BLACK MOUNTAIN

# BLUES

*Experience*

## CENTER STAGE SPONSOR 10K+

As a Center Stage sponsor, your brand will receive our highest level of visibility and recognition throughout the festival and beyond. This elite sponsorship tier offers full exposure across digital, print, radio, and in-person channels—all designed to position your company as a cornerstone of community, culture, and music.

## SPOTLIGHT SPONSOR 5K+

The Spotlight Sponsor level offers powerful visibility, meaningful community engagement, and extended reach beyond the event weekend. Perfect for organizations looking to align with arts, culture, and a cause-driven audience, this package gives you high-profile branding, and authentic connection. Includes digital, print, radio, and in-person channels

## PRODUCTION SPONSOR 2K+

This tier is perfect for brands that want to make an impact with authenticity and reach, while supporting a meaningful cause. This sponsorship delivers consistent and strategic visibility to a highly engaged audience—on stage, online, print, digital and across town.

## CONTRIBUTING SPONSOR 1K+

A meaningful way to support the music, the mission, and the mountains. As a contributing sponsor, you will get core visibility and community alignment. Recognition on event posters, social media channels, and the opportunity to share your own branded materials as a supporter.

## FRIEND OF THE BLUES

Join the circle. Support the BLUES. Be a part of something special. Recognition on social media channels, event t-shirt, and the opportunity to share your own branded materials

*Where the Music Meets the Blue Ridge*

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## Experience



Blackmountainblues.org

	Center Stage	Spotlight	Production	Contributing	Friend
# Social Media Post	5+	4	3	2	1
Sponsor Name/ Logo on posters	Logo	Logo	Logo	Name	Name
# Event Passes	4	4	2	2	1
Festival T-Shirt	2	2	1	1	1
Blues Society Membership 2026	2	2	2	1	
Preferred Parking	*	*	*	*	
Stage Announcements	6	4	3		
Blues Society Sponsorship 2026	*	*	*		
Branding placement website	Logo	Logo	Logo		
Digital Advertising at WH concerts September (average 1000 people per week)	*	*	*		
Sponsor named in online digital ad placement	*	*	*		
Named as a sponsor in rotating radio ads	*	*			
Logo on festival step/ repeat banner	*	*			
Banner up for Month September	*	*			
Artist presented by announcements	3	1			
Sponsor in print ad marketing	*				
Banner at WH thru Aug- Oct - Includes Sourwood Festival @30k attendees, annually near 2MM	*				
Advertising at WH concerts 3 months average 1400 people per week	*				

join those leading the way



ALL WESTERN MORTGAGE

