

CITY OF STILLWATER COMMUNITY CENTER  
SPONSORSHIP INFORMATION

Thursday, Sept. 11 (6 p.m. to 11 p.m.) College night with Red Dirt Music, Blues and more!  
Friday, Sept. 12 (6 p.m. to 11 p.m.) Blues, Jazz and Rock  
Saturday, Sept. 13 (1 p.m. to 11 p.m.) Blues, Blues, and Blues  
Sunday, Sept. 14 (noon to 5 p.m.) Blues, Gospel and more!

September 11-14  
**stillwater blues fest**  
AXA  
Four Days For Music!

**CHRIS DUARTE**  
**JANIVA MAGNESS**  
**GARRETT "BIG G" JACOBSON**  
**ROLLIN' PHATTY'S**  
**BLUES IN THE SCHOOL**  
**DUO SONICS**

**STILLWATER JAZZ**  
**SLICK WILLIE & THE RIGHT CATS**  
**2007 GUITAR COMPETITION WINNER MIKE WARD**

**11<sup>TH</sup> ANNUAL STILLWATER BLUES FEST**  
FREE ADMISSION | GUITAR COMPETITION | FABULOUS FESTIVAL FOOD / DRINKS  
STILLWATER, OKLAHOMA | 8<sup>TH</sup> AVE. & DUCK ST. | 405.533.8433 | [BLUESFEST.STILLWATER.ORG](http://BLUESFEST.STILLWATER.ORG)

presented by **stillwater** Community Center

**SPONSORED BY:** OKLAHOMA Arts COUNCIL, NATIONAL ENDOWMENT FOR THE ARTS, OKLAHOMA STILLWATER COMMUNITY CENTER, at&t, STILLWATER ARTS AND HUMANITIES COUNCIL, STILLWATER COMMUNITY CENTER, STILLWATER, OKLAHOMA, 101.1 KVRO, DOUGLASS BUILDING, KOSCIUSKO 91.7 FM, THE BANK, STILLWATER BLUES FESTIVAL & GUITAR COMPETITION

September 11-14, 2008  
Stillwater, Oklahoma

405-533-8433

# 11<sup>TH</sup> ANNUAL STILLWATER BLUES FESTIVAL 4X4

*Four Days for Music!*

---

## THE EVENT

---

Annually in September, hundreds of people gather downtown at the City of Stillwater Community Center to interact with the music, arts, food, and fun during the Stillwater Blues Festival 4X4. The streets surrounding the Center are filled with fascinating sights and sounds as musicians, performers, exhibitors, and food vendors take part in the four-day celebration. National, regional, and local performers fill the air with blues and other genres of music around the historical building of the City of Stillwater Community Center for a magnificent weekend of performances and lively activities creating an explosion of color and entertainment for a fun packed weekend in Stillwater, Oklahoma.

---

## THE HISTORY AND RECOGNITION

---

In 1998, Downtown Stillwater Main Street planned a special event to celebrate the musical heritage of blues and herald the beginning of the festival, "Uptown Blues Downtown". During the next few years, City of Stillwater Power, Stillwater Community Center, and the Harley Owner's Group joined forces and the event became known as the Bikes 'n Blues Fest. In 2001, the event moved home to the Community Center for a two-day event where attendance and recognition grew statewide. This same year, Stillwater's Convention and Visitor's Bureau received the Oklahoma Tourism's Red Bud Award for the event. Now in its eleventh year, the festival has blossomed into a thriving cultural marketplace of the music, emphasizing the blues and has become the largest free music festival in central Oklahoma. The festival has received statewide acclaim and excellence from various organizations and national recognition. The Oklahoma Blues Society named the Stillwater Blues Festival as "*one of the best shows in Oklahoma*".

---

## THE ENTERTAINMENT AND MISSION

---

The entertainment schedule features a variety of local, regional, and national musical acts ranging from all styles of blues to rock, and jazz to red dirt. Dedicated to enhancing the festival experience, the event offers two stages featuring an electric and acoustic array of music. Audiences can take a cultural journey through authentic performances that shatter the boundaries of music. In addition, adventures for children include exciting activities to stretch their imaginations and give parents a breather.

As producer of Festival, the City of Stillwater Community Center relies heavily on corporate and individual contributions to maintain the quality and diversity of the festival while keeping the event FREE to the public. For this reason, the Community

Center is proud to assist in making the community a better place to work, live, and visit through support of initiatives that continue improvement efforts throughout Stillwater. Educational programs such as "Blues in the Schools" provide blues history and musical workshops for the local community students to enjoy, which helps to stimulate artistic interest and educate patrons of the quality work exhibited during the annual festival.

***Mission of Stillwater Blues Festival 4X4***

*To provide quality, cultural entertainment, while preserving a truly American art form - Blues Music- and educating the public to its' history and other musical genres that evolved from these musical roots.*

***Vision of City of Stillwater Blues Festival 4X4***

*To Introduce the Blues and other musical styles to broad audiences unfamiliar with the different genres;*

*To complete the diversity of cultural opportunities for the citizens of Stillwater and the surrounding area;*

*To attract audiences from other areas within a six hour door to door market in support of community economic development;*

*To preserve, celebrate, and promote musical art forms;*

*To offer an enhancement to the quality of life to our citizens and guests from around the country.*

***Community Involvement***

*The City of Stillwater Community Center is the hub of community involvement because it is a warm, friendly, and fun place to be. It's the place where things are happening and people are gathering.*

---

**THE OPPORTUNITY AND SUPPORT**

---

One of the most important elements in the success of the Stillwater Blues Festival 4X4 has been the strong show of support from the community. The Stillwater Blues Festival committee, Community Center staff, and seasoned volunteers work each year to ensure the smooth operation of the festival. Because the Stillwater Blues Festival 4X4 is a "free gift" to the community, it further relies on generous contributions. For this eleventh year, with an extensive marketing program and attendance in the thousands, Stillwater Blues Festival 4X4 offers a wide range of unique and profitable sponsorship opportunities for any company. With various levels of festival memberships, individuals are also able to participate in the sponsorship program and become a supporter for the arts.

## Stillwater Blues Festival 4X4 Needs You!

The City of Stillwater Community Center focuses on similar visions and values as your company. The Festival strives to improve the quality of life year after year by offering exceptional entertainment to our audiences by building community pride, preserving cultural heritage, and offering professional services in everything we do. With your financial support and company name, our festival image will be taken to the new level.

It is the belief of the Stillwater Blues Festival Committee and Stillwater Community Center that a partnership between your highly recognized and respected company is desired because...

- ♪ it allows opportunity for the festival to host popular artists on the national level, bringing recognition to the community.
- ♪ the festival is the largest FREE music festival in central Oklahoma!
- ♪ enhancing the quality of life to our festival is essential!
- ♪ delivering festival image and credibility is a priority!
- ♪ your company generates interest throughout our community and surrounding areas, including 26,000+ OSU college students!
- ♪ offering information on your service/product increases diversity to you!
- ♪ your company name increases other sponsorship interest!



Main Stage – Top rated bands perform on two stages!



Blues in the School Festival's educational component!



The audience gathers early to claim their spot at the fest!

## OFFICIAL SPONSOR

**OFFICIAL** \$7,500 - \$10,000 investment

*Benefit from category exclusivity and exceptional promotional efforts.*

As an official Product or Service of the Stillwater Blues Festival 4X4, your product name will be strongly associated with our marketing and promotional efforts. Exclusive product association is granted at this sponsorship level, and your product or service will be mentioned in advertising as the “Official Product” or “Official Service” of the Stillwater Blues Festival 4X4. Sponsors are also afforded the opportunity to include this “official” status in their own marketing and advertising efforts.

*Rights and Benefits afforded to the Official Sponsor.*

- Exclusivity in product and/or service category.
- Use of company name (name association) – stage, official product or official service.
- Secondary logo recognition in all festival advertising and marketing campaigns.
- Category exclusive marketing and promotion of company product or service within (1) event provided 10' x 10' booth located in high traffic area of festival site.
- Secondary logo recognition in Official Festival Guide.
- Secondary logo recognition in event controlled print ads.
- Rotational name recognition in event controlled radio and television promotion.
- Press release announcing your company's involvement complete with information on your company.
- Included in sponsor listing in all press releases issued for festival distributed to over 400 media outlets throughout the country.
- Logo recognition and homepage link on Stillwater Community Center web site and/or Stillwater Blues Festival 4X4 web site.
- Repeat verbal recognition of your company's sponsorship from all performances stages.
- Logo recognition on no less than four sponsor credit boards located at festival entrances and designated information areas.
- VIP credentials to Stillwater Blues Festival 4X4's exclusive Hospitality Room along with complimentary beverages, food, and networking opportunities.
- VIP Invitations to Stillwater Community Center's special events including VIP seating, special discounts and more.
- First right of refusal for participation beyond term of the contract.

## ENTERTAINMENT SPONSOR

**STAGE** \$5,000 - \$7,500 investment - Main Stage  
\$3,000 - \$4,000 investment - Secondary Stage

Known for incredible entertainment that gets better year after year, Stillwater Blues Festival 4X4 offers two main stages providing outstanding visibility. The main stage is located in the south area of Stillwater Community Center's parking lot, which is the center of attraction for the festival. This stage features prominent blues and other musicians on national, regional, and local levels. The second stage is located in the east area of the festival and offers an eclectic array of styles in blues as well as other musical entertainment from solos acts to small group performances.

*Rights and Benefits afforded the Stage Sponsor:*

- Stage named after your company – only one per stage available.
- Your company name associated with the stage in all marketing and promotions.
- Secondary logo recognition in entire advertising and marketing campaign.
- Category exclusive marketing and promotion of company product or service within (1) event provided 10' x 10' booth located in high traffic area of festival site.
- Secondary logo recognition in Official Festival Guide.
- Secondary logo recognition in event controlled print ads.
- Rotational name recognition in event controlled radio and television promotion.
- Press release announcing company's involvement complete with information regarding your company.
- Included in sponsor listing in all press releases issued for festival distributed to over 400 media outlets throughout the country.
- Sponsor provided signage displayed prominently on sponsored page.
- Logo recognition and homepage link on Stillwater Community Center website and/or Stillwater Blues Festival website.
- Repeat verbal recognition of company's sponsorship from all stages.
- Logo recognition on no less than four sponsor credit boards located at festival entrances.
- VIP credentials to Stillwater Blues Festival's exclusive Hospitality Suite along with complimentary beverage, food and networking opportunities.
- VIP Invitations to Stillwater Community Center special events including Sponsor Reception, discounted tickets and more.
- First right of refusal for participation beyond term of contract.

## **CORPORATE FRIENDS OF THE FESTIVAL**

### **Annual Giving Program**

The City of Stillwater Community Center whose mission is to enhance the quality of life for all citizens of the Stillwater area produces Stillwater Blues Festival 4X4. City of Stillwater Community Center relies heavily on contributions to maintain the excellence of Stillwater Blues Festival 4X4 and to keep the event FREE to the public. Through the generosity and support of fine sponsors and individual supporters, Stillwater Blues Festival 4X4 has become one of the most entertaining and the largest FREE music festival in central Oklahoma.

Now in 2008, Stillwater continues to thrive with new businesses, merchants, activities, and people, while the 11<sup>th</sup> annual Stillwater Blues Festival 4X4 has drawn statewide and national attention as the best four-day musical entertainment in the area. In an effort to preserve the quality and diversity of the arts and culture in Stillwater, individuals or companies can make a difference by making a tax-deductible donation to the City of Stillwater Community Center's Stillwater Blues Festival and become a recognized supporter of one of central Oklahoma's fastest growing attractions!

### **Annual Friends of Stillwater Blues Festival 4X4 Memberships**

The companies contributing to this year's festival are some of the most widely recognized and successful businesses in Oklahoma. As a member, your company will receive significant recognition and visibility for your outstanding contribution.

#### **Corporate Supporting Membership \$200 - \$300**

- Company Recognition in Stillwater Blues Festival 4X4 publications
- (1) Festival Souvenir Poster
- (1) Festival T-shirt
- (1) VIP Invitation to Stillwater Blues Festival 4X4 special events and/or sponsor reception
- Festival VIP Status

#### **Corporate Minor Membership - \$500**

- Company Recognition in Stillwater Blues Festival 4X4 publications
- Company Recognition in select Community Center publications
- (1) Festival Souvenir Poster
- (1) Festival T-shirts
- (2) VIP Invitations to Stillwater Blues Festival 4X4 special events and/or sponsor reception
- (2) Invitations to private sponsor receptions and meet & greets
- Festival VIP Status

#### **Corporate Major Membership - \$1,000-\$1,500**

- Company Recognition throughout Festival area and all Stillwater Blues Festival 4X4 publications
- Company Recognition in select Community Center publications
- (1) Souvenir Festival Poster
- (3) Festival T-shirts
- (3) VIP Invitations to Stillwater Blues Festival 4X4 special events including sponsor receptions
- Festival VIP Status
- Special Invitations to other Stillwater Community Center special events

#### **Corporate Silver Membership - \$2,000-\$3,000**

- Company Recognition throughout Festival area and all Stillwater Blues Festival publications
- Company Recognition in all Stillwater Community Center publications
- Company Recognition on the Festival Web site
- (2) Souvenir Festival Posters
- (4) Tickets to the VIP Hospitality Suite with refreshments provided
- (4) Festival T-shirts
- (4) VIP Invitations to Stillwater Blues Festival Special Events including Sponsor Receptions, etc.
- Festival VIP Status
- Special Invitations to other Stillwater Community Center special events

#### **Corporate Gold Membership - \$3,500 & up**

- Includes all benefits listed above plus...
- Naming opportunities for artists, stages or selected programs to be determined by sponsor