

CITY OF STILLWATER COMMUNITY CENTER
PRESENTS

(405) 533-8433 / bluesfest.stillwater.org

organized and presented by
CITY OF **stillwater**
Community Center

Oklahoma's largest free blues festival
twelfth annual
stillwater blues fest

September 18 – 20, 2009

Friday 6–11 p.m. / Saturday 2–11 p.m. / Sunday noon–5 p.m.

8th Ave. & Duck St. / Stillwater, Oklahoma



**STILLWATER BLUES
IDOL TALENT
COMPETITION**

Friday and Saturday
winners compete Sunday



ROBIN
ROGERS

JOHN LEE
HOOKER JR.

MIKE
ZITO

EUGENE
HIDEAWAY
BRIDGES

Blues in the School
& many more blues artists!

Visit us online at bluesfest.stillwater.org for lineup dates and times. Please no coolers, video cameras or tape recorders.



Oklahoma's largest free blues fest!

12TH ANNUAL STILLWATER BLUES FESTIVAL

Three Days - Two Stages – Great 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 twelfth 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 national, regional, and local blues musicians performing all genres of the blues. 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 the 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 encourages artistic interest and educates patrons of the top quality work exhibited during the annual festival.

Mission of Stillwater Blues Festival

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

- 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 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 is a "free gift" to the community, it further relies on generous contributions. For this twelfth year, with an extensive marketing program and attendance in the thousands, Stillwater Blues Festival 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.

Oklahoma's largest FREE blues festival 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 blues festival in central Oklahoma!
- ♪ enhancing the quality of life for our community is essential!
- ♪ delivering a unique 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 FESTIVAL SPONSOR

OFFICIAL \$10,000 investment

Benefit from category exclusivity and exceptional promotional efforts.

As an official Product or Service of the Stillwater Blues Festival, 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. 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 distribution to over 4000 media outlets throughout the country.
- Logo recognition and homepage link on Stillwater Blues Festival web site, which has received over 551,000 hits in the first year.
- 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'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.

FESTIVAL ENTERTAINMENT SPONSOR

STAGE \$8,000 – investment – Main Stage
\$5,000 - investment – Second Stage

Known for incredible entertainment that gets better year after year, Stillwater Blues Festival offers two stages providing outstanding visibility. Both stages are 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 Blues Festival website, which received over 551,000 hits in the first year.
- 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.

FRIENDS OF THE FESTIVAL Annual Giving Program

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

Now in 2009, Stillwater continues to thrive with new businesses, merchants, activities, and people, while the 12th annual Stillwater Blues Festival has drawn national and statewide attention as the best three-day blues 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 Stillwater Blues Festival and become a recognized supporter of one of central Oklahoma's fastest growing attractions!

Annual Friends of Stillwater Blues Festival 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 T-shirt
- (1) VIP Invitation to Stillwater Blues Festival special events and/or sponsor reception
- Festival Sponsor Status

Corporate Minor Membership - \$500

- Company Recognition in Stillwater Blues Festival publications
- Company Recognition in select Community Center publications
- (1) Festival T-shirts
- (2) Invitations to Stillwater Blues Festival special events and/or sponsor reception
- Special Invitations to private sponsor receptions and meet & greets for year round events
- Festival Sponsor Status

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

- Company Recognition throughout Festival area and all Stillwater Blues Festival publications
- Company Recognition in select Community Center publications
- (2) Festival T-shirts
- (4) VIP Invitations to Stillwater Blues Festival special events including sponsor receptions
- Special Invitations to private sponsor receptions and meet & greets for year round events
- Festival VIP Status

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
- (1) Souvenir Festival Poster
- (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.
- Special Invitations to other Stillwater Community Center special events
- Festival VIP Status

Corporate Gold Membership - \$4,000 & up

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