

15TH ANNUAL
PICKIN' *in the* PINES
BLUEGRASS & ACOUSTIC *Music*
Festival



2021 Festival Sponsorship

SEPTEMBER 17-19, 2021 • FLAGSTAFF, ARIZONA

Pepsi Amphitheater • Ft. Tuthill County Park

camping • jamming • kid's activities
educational workshops • band contest • & more



VOTED BEST FESTIVAL 2017, 2018 & 2019

By readers of the Arizona Daily Sun

PICKININTHEPINES.ORG



PICKIN' IN THE PINES

BLUEGRASS & ACOUSTIC MUSIC FESTIVAL

2021 Festival Sponsorship

Contact:
Cheryl Mossman
Sponsorship Coordinator
928-814-2068
Teresa Wayne
Festival Co-Director
Teresa@pickininthepines.org
928.221.9270
Linda Mack
Festival Co-Director
Linda@pickininthepines.org
928.221.9277

What

Pickin' in the Pines is an award-winning bluegrass & acoustic music festival first held in 2006 founded by Flagstaff Friends of Traditional Music members in Flagstaff, Arizona. The festival honors the interests of the diverse membership of FFOTM featuring the best national, regional and local musicians performing traditional and contemporary bluegrass music complemented by other styles of acoustic music and dance. Although bluegrass music is a primary focus of our festival, we also feature old-time music, Celtic, gypsy jazz and more. The festival features educational workshops, a band contest, children's activities, camping and jamming in a family-friendly setting.

Voted "Best Festival" in 2017, 2018 & 2019 by readers of the Arizona Daily Sun and awarded "Outstanding Arts Event" winner by the Flagstaff Arts Council in 2010.

Who

In 2021, Pickin' in the Pines will be held over 3 days, September 17 - 19 at Pepsi Amphitheater at Ft. Tuthill in Flagstaff, Arizona and will attract an estimated 3,500 guests. The festival draws its audience from Flagstaff and Northern Arizona, the greater Southwest including the Phoenix metro area, Tucson, New Mexico, Nevada, Colorado and California, elsewhere in the United States, Canada and Europe. Past festival surveys indicated that 98% of attendees rated the overall event a 4 or 5 on a scale of 1-5 (quality production effort); 68% live more than 30 miles from Flagstaff (visitors that need services), 35% camped, 14% stayed in hotels (generating .24 room nights per respondent); 46% attended the event previously (generating loyal audience). The Pickin' in the Pines attendee has disposable income and is anxious to support the businesses that sponsor our event.

When

September 17-19, 2021, held at Pepsi Amphitheater at Ft. Tuthill County Fairgrounds

How

Want higher visibility for your business? Become a sponsor of Pickin' in the Pines! Your business can become part of the reason why Pickin' in the Pines will continue to grow as an important event with impacts that are culturally and financially healthy for the Flagstaff community. Sponsors may contribute cash and in-kind support (value negotiated), including equipment, supplies, publicity and services. Our festival is run and managed by hard-working volunteers and we cannot produce this festival without the invaluable support of sponsoring businesses and granting organizations. Cash and in-kind (value negotiated) support lower our cost of production. In turn we can better meet our goal of producing a family friendly, affordable festival. Help us build this cultural institution for Flagstaff this year and for years to come.

2021 SPONSORSHIP PACKAGES & LEVELS

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	Pioneer	Lead Singer	Fiddle	Mandolin	Guitar	Banjo
	\$10,000	\$5,000	\$2,500	\$1,500	\$500	\$250
Sponsors may donate at whatever level or any amount they feel comfortable. In-kind sponsorship value will be negotiated with your festival contact						
Sponsor Logo & Name Application	festival website & social media logo & name listing	festival website & social media logo & name listing	festival website & social media logo & name listing	festival website & social media logo & name listing	festival website name listing	festival website name listing
Sponsor Display Advertising*	1 full-page, full-color ad inside festival program cover (<i>limit 2, first come, first served - see Lead Singer if 2 positions taken</i>)	1 full-page, full color ad in festival program	1 half-page, full color ad in festival program	1 quarter-page, full color ad in festival program	1 business-card size, full color ad in festival program	name listing in festival program
Sponsor Stage Identification	Pioneer sponsor identification throughout the festival	Lead Singer sponsor identification throughout the festival	Fiddle sponsor identification throughout the festival	Mandolin sponsor identification throughout the festival	—	—
Sponsor Banner**	2 site banners	2 site banners	2 site banner	1 site banner	1 site banner	—
Festival Weekend Passes	8	6	4	4	2	1
Festival Shirt Vouchers	6	4	2	2	1	—
VIP Parking	2 VIP vehicle passes	1 VIP vehicle pass	1 VIP vehicle pass	—	—	—
Festival Poster	2, un-mounted with performer autographs	1, un-mounted with performer autographs	1, un-mounted with performer autographs	1, un-mounted with performer autographs	—	—

* All advertising artwork submissions must be high-resolution, print-quality PDF document with all artwork converted to print ready color – CMYK.

* Sponsors will be able to display a 32” x 60” horizontal vinyl banner - supplied by the sponsor - on the festival site (location to be determined by festival production staff). All banners must be grommetted at the four corners and center of long sides for ease of mounting. We will be happy to suggest a banner production resource if needed.

In-kind donations will be negotiated at a percentage of cash value and will be negotiated and determined on an individual basis.

Sponsors may donate any amount.



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2021 SPONSORSHIP AGREEMENT

Company/Organization _____

Address _____

City _____ State _____ Zip Code _____

Primary Contact* _____ Title _____

Business Phone _____ Mobile Phone _____

Email _____ Website _____

Ad Contact/Phone _____ Banner Contact/Phone _____

Sponsorship Level Signature Pioneer Lead Singer Fiddle Mandolin
 Guitar Banjo Other _____

Cash Portion \$ _____

In-Kind Portion Value \$ _____

Note: Dollar values associated with each sponsor category can be combined cash and in-kind goods or services. Cash payments are due August 1, 2021.

Description _____

Pickin' in the Pines, a program of Flagstaff Friends of Traditional Music, and the above-named sponsor agree to all terms of this sponsorship agreement including cash and in-kind valuations and related goods and services descriptions listed above as well as sponsor benefits described in Sponsorship Packages. Any custom or modified agreements are described above.

Pickin' in the Pines Representative _____ Date _____

Sponsor Primary Contact _____ Date _____

PIP SPONSOR BANNER SPECIFICATIONS

Delivery Deadline: September 1, 2021

Banner size MUST be 32" x 60" (horizontal). Banners must be constructed of vinyl banner material with weather-proof printing or applique. It is important for the quality of Pickin' in the Pines staging that all banners be produced to these specifications.

Banners are to be supplied to Pickin' in the Pines by sponsors. If you require a production resource for banners we will be happy to refer a quality area business with reasonable pricing to build your banner(s). Please allow two weeks for production.

Grommets for mounting should be installed in all four corners and the center of the top and bottom sides.

PIP PROGRAM ARTWORK SPECIFICATIONS

Submission Deadline:

Program advertisement reserve space for design: July 20, 2021

Program advertisement electronic files due: August 1, 2021

Please submit all finished artwork as a high-resolution, print-quality PDF file with all artwork converted to CMYK color. Photographs and artwork used should be a minimum resolution of 300 dpi. We are happy to design an ad for you, however, additional production fees will apply.

Pioneer & Lead Singer

Full-Page Ad

7.25" w x 9.75" h

Fiddle

Half Page Ad

7.25" w x 4.75" h

Mandolin

Quarter-Page Ad

3.5" w x 4.75" h

Guitar

Eight-Page Ad

(Business Card)

3.5" w x 2.25" h

