



Flagstaff Friends of Traditional Music Presents
PICKIN' IN THE PINES
BLUEGRASS & ACOUSTIC MUSIC FESTIVAL



2011 Festival



Sponsorships

Who



Contact:
Michael Satterwhite
928.380.3445
michael.satterwhite@pickininthepines.org

A visionary group of Flagstaff musicians dreamed for years of creating a public musical event that would provide fun and educational entertainment for all who wished to attend. Such an event would support local and regional musical talent, as well as bring nationally and internationally known performers to our community. It would be family-oriented and provide much more than just the performers on stage, including vendors, food and drink, workshops, camping and jamming. It would bring visibility to the Flagstaff area's riches and traffic to boost area business and tourism. To be successful it would require the involvement of the larger Flagstaff community in the form of audience, volunteers and the support of sponsoring businesses like yours.



AUDIENCE

Pickin' in the Pines will attract an estimated 2,000 ticketed guests this year. We typically draw audience from Flagstaff and northern Arizona, Phoenix metro area, Tucson, the greater Southwest, California and elsewhere in the United States and Europe. 2010 surveys indicated: 98% rated the overall event a 4 or 5 on a scale of 1-5 (quality production effort); 68% live >30 miles from Flagstaff (visitors that need services); 35% camped, 14% stayed in hotels (generating .24 roomnights per respondent); 46% attended the event previously (generating loyal audience). Dollars that benefit our community are being spent by Pickin' in the Pines attendees.

PERFORMERS

Headliners, *Sam Bush* and *David Grisman Sextet*; national touring acts, *Michael Cleveland & Flamekeeper*, *The HillBenders*, *The Blue Canyon Boys*, *Honey Don't*, *Burnett Family Bluegrass*; regional favorites, *X Train*, *Run Boy Run*, *WhistleStop*, *Muskellunge Bluegrass*, *Mars Hillbillies*, *Voluntary Stringband*, *Jack Webb New Orleans Jazz Band*, *Chuck Cheesman* and *Tony Norris*.

SPONSORS

We cannot produce this festival without the invaluable assistance of sponsoring businesses and granting organizations. Cash and in-kind support lower our cost of production. In turn we can better meet our goal of producing a family-friendly, *affordable* festival. Help build this cultural institution for Flagstaff this year and into the future.



What

Flagstaff Friends of Traditional Music Presents

PICKIN' IN THE PINES

BLUEGRASS & ACOUSTIC MUSIC FESTIVAL

SEPTEMBER 16, 17 & 18, 2011

PO BOX 23701 • FLAGSTAFF, ARIZONA • 86002 • PICKININTHEPINES.ORG

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What Does it Take to Produce Pickin' in the Pines?



Successful Pickin' in the Pines Bluegrass & Acoustic Music Festival!

- increased business for sponsors
- positive reputation with audience of consumers
- increased goodwill for sponsors
- positive reputation with performers
- flagstaff's reputation grows as audience strengthens
- flagstaff's overall reputation as a destination grows

- We would love to support:**
- _____ Band Contest
 - _____ Catering
 - _____ Facilities
 - _____ Family Dance
 - _____ Kids' Areas
 - _____ Lodging
 - _____ Sanitation
 - _____ Security
 - _____ Sound
 - _____ Talent
 - _____ Transportation
 - _____ Volunteer Support
 - _____
 - _____

It Takes Committed, Community-Minded Businesses and Organizations!

what does it take to actually produce a great festival like Pickin' in the Pines?

Where



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Pickin' in the Pines takes place at Fort Tuthill County Fairground and Park just 15 minutes south of downtown Flagstaff. With easy access via interstate highways and air, Flagstaff is an Arizona pioneer town loaded with character and a destination for many reasons. The park provides us the flexibility and beauty necessary to deliver a well-rounded festival.

AMPHITHEATER

The Amphitheater offers a covered stage, partial covered seating and a large grassy bowl, all surrounded by our sweet-smelling Ponderosa pine forest. Easy to access from downtown Flagstaff and area hotels, the Amphitheater is just the right size to bring a family, friends or a date to and enjoy a day of music, vendors, activities and workshops among a great big music-loving family!



WORKSHOPS

Each year Flagstaff Friends of Traditional Music builds amazing workshops into the weekend schedule. Some of our greatest performers are the most generous with their time and agree to lead workshops. Musicians of course attend but even patrons that are not musicians attend for an inside glimpse of the magic, dedication and creativity of the musical journey.

CAMPING

Camping and the associated jamming are as much a tradition at bluegrass festivals and Flagstaff Friends of Traditional Music live that tradition with relish. It's not unusual for our performers to seek out jam circles after their stage performing day is through. Some of the best...and most interactive... music can occur in our campgrounds.

PICKIN' IN TOWN

The larger Flagstaff community also participates in our celebration of all things musical this weekend in September. We typically offer a performance by Pickin' in the Pines entertainers free to the public in Heritage Square. Supporting Pickin' in Town sponsors host musical evenings in their clubs the weekend of the festival, keeping the excitement from being locked up exclusively at Fort Tuthill. The Pickin' in Town program is designed to generate additional traffic for Flagstaff businesses while spreading the word broadly just how much fun is to be had at Pickin' in the Pines.

When



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Pickin' in the Pines takes place on the second weekend after Labor Day each year.

FFOTM picked this weekend to avoid Labor Day travel distractions, understanding families will be back in school and the summer monsoons have typically transitioned into our beautiful Northern Arizona fall.

The following dates pertain to festival sponsors:

FESTIVAL DATES

September 16, 17, 18, 2011

PRE-FESTIVAL DATES

Sponsor commitment: Friday, July 22, 2011

Supporting cash payments due: Monday, August 1, 2011

Program advertising artwork due: Tuesday, August 2, 2011

Sponsor banners due: Friday, September 9, 2011

Sponsor packets delivered: Wednesday, September 14, 2011

POST-FESTIVAL DATES

Sponsor banners returned: Tuesday, September 20, 2011

Festival audience survey results shared: November 18, 2011

Pickin' in the Pines 2012 festival plans shared: Friday, December 16, 2011



Why



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Pickin' in the Pines helps the Flagstaff Friends of Traditional Music partially fulfill our mission while attracting visitors to the Flagstaff area and generally spreading the news about the attributes Northern Arizona has to offer. Your business can become part of the reason why Pickin' in the Pines will continue to grow as an important cultural offering from our community with impacts that are entirely healthy for our greater Flagstaff area.

MISSION

Flagstaff Friends of Traditional Music is a 501(c)3 non-profit organization whose mission is preserving and promoting all forms of traditional acoustic music and dance in Northern Arizona for the education, entertainment, and cultural enrichment of the community.

COMMUNITY

Lovers of music tend to gravitate towards those with shared tastes. While delivering on our mission the Flagstaff Friends of Traditional Music also consider it healthy to be exposed to new and innovative styles of music. The larger Flagstaff community is home to all who volunteer to produce and deliver the festival. We're in it because we love the music, we like to share it and the public has a taste for it. We believe the entire community benefits.



ENTERTAINMENT

Flagstaff Friends of Traditional Music works hard year round to select the optimal mix of national, regional and local entertainers to deliver an exciting and even inspiring weekend of music. But we also consider the entire experience we deliver from the stage performances to workshops, family activities, camping and vendors. This is a weekend for our patrons to kick back in a wonderful environment and soak in all the entertainment we can give them for their support and patronage.

GROWTH

Flagstaff Friends of Traditional Music are happy our now 6-year old festival is sized well - not too big, and not too small - but we still want to grow in certain ways, in richness of our festival experience, in our marketing sophistication, in the minds of Flagstaff businesses that Pickin' in the Pines is a cultural asset that boosts Flagstaff commerce.

How



Contact:
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It takes a community to deliver the caliber of entertainment Pickin' in the Pines offers each year. The Flagstaff Friends of Traditional Music work year round to plan, organize, produce and deliver Pickin' in the Pines each year.

ORGANIZATION

Flagstaff Friends of Traditional music is a 501(c)(3) non-profit on a mission. From within our ranks the Pickin' in the Pines Organizing Committee (PIPOC) meets weekly year round, providing oversight on detailed planning. A group of directors manage their respective areas such as marketing, ticketing, fundraising and volunteer management.

VOLUNTEERS

Part of what makes Pickin' in the Pines successful is our loyal base of volunteers. Through the weeks preceding the festival and the actual event we attract excited, competent and returning volunteers. Each can earn a pass as thanks for her or his participation. Volunteerism is part of what allows us to meet our goal of delivering an affordable festival.

SPONSORS

We've been blessed to have key sponsoring businesses from the first year we opened Pickin' in the Pines. Together with public and private granting organizations sponsors contribute cash and in-kind support, including supplies, publicity and services that help us make the festival the great experience it is.

PERFORMERS

Pickin' in the Pines works hard to offer an exciting mix of recognized, and less well-known performers. From the origin of the festival we've made a conscious effort to go out of our way to treat our performers in the most friendly manner possible. This is paying off because our reputation among performers has rapidly become a "must play at" event. Hooray!

PATRONS

We are thrilled with our audience. Everything comes down to attracting, entertaining, informing, inspiring and exciting our patrons. We realize happy patrons will be motivated to return year after year. They will share their excitement and pleasure with friends and co-workers, boosting our potential audience this year and into the future.



Sponsorship Packages

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| | Pioneer | Lead Singer | Fiddle | Mandolin | Guitar | Banjo |
|-----------------------------------|---|---|--|--|--|---------------------------------------|
| | \$10,000 | \$5,000 | \$2,500 | \$1,500 | \$500 | \$250 |
| Sponsor Logo Application | festival website, festival program, festival shirts | festival website, festival program | festival program | — | — | — |
| Sponsor Business Name Application | festival program <i>Pioneer</i> listing, select festival poster listing, media releases | festival program <i>Lead Singer</i> listing, select festival poster listing, media releases | festival program <i>Fiddle</i> listing, media releases | festival program <i>Mandolin</i> listing | festival program <i>Guitar</i> listing | festival program <i>Banjo</i> 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, black and white ad in festival program | 1 half-page, black and white ad in festival program | 1 quarter-page, black and white ad in festival program | 1 business-card size, black and white ad in festival program | — |
| Sponsor Stage Advertisement | <i>Pioneer</i> sponsor identification at mid-day, mid-afternoon and close all days, and immediately preceding Saturday and Sunday headline acts | <i>Lead Singer</i> sponsor identification at mid-day, mid-afternoon and close Saturday and Sunday | — | — | — | — |
| Sponsor Banner** | 2 site banners | 2 site banners | 1 site banner | 1 site banner | — | — |
| Festival Weekend Passes | 10 | 8 | 6 | 4 | 2 | 1 |
| Festival Shirt Vouchers | 10 | 8 | 6 | 4 | 2 | 1 |
| VIP Parking | 2 VIP vehicle passes | 1 VIP vehicle pass | — | — | — | — |
| Festival Poster | 1 framed and matted, with key performer autographs | 1, un-mounted with some performer autographs | 1, un-mounted with creator autograph | 1, un-mounted | — | — |

Signature sponsorship opportunity: \$50,000, 5 years. Benefit by visibly supporting an Arizona cultural asset. Contact Michael Satterwhite, 928.380.3445 for special considerations only this level supporter can realize.

* All advertising artwork submissions must be high-resolution, print-quality PDF document with all artwork converted to Black and White (with exception of Pioneer-level four-color ads). See *PIP 2011 Program Artwork Specifications* in this document.

** Sponsors will be able to display a 32"x60" 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.

details
are clearly
communicated
so sponsors
and
PIP know what
we've agreed
to

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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 Focus 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, 2011.

Description _____

Pickin' in the Pines, produced by 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 _____