THE BIGGEST 1-STAGE EVENT IN TEXAS

Festival of the Year

11th OUTLAWS LEGENDS

abilene texas

music fest

2022 SPONSORSHIP CATALOG

/outlawsandlegends

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www.outlawsandlegends.com

Dear Sponsor,

We are so incredibly grateful, proud and humbled of 10 years of successful growth to our community, beneficiary, and music scene through our music festival. You are an intrical part of this "build"! We were recently awarded with the "Festival/Event of the Year", based off of 9 completed years and beating out many established 40+ year old, large-scale music festivals in the southern United States. We proudly share this honor with the loyal sponsors, fans, volunteers and supporters who have helped us create and build this on our ranch. For three consecutive years we have hit capacity. We have become a destination point for many patrons across 48 states and 17 countries. Together we have given back more than $460,000 to local nonprofits strictly through the nine years of Outlaws & Legends Music Festival.

Please know that our greatest source of pride is making sure your sponsorship return is second to none, and that we offer the most outstanding hospitality to your company. Additionally, we believe in reciprocating loyal support to your business as you have supported ours.

In this catalog, you will find details on various sponsorship packages and how each produces a higher return on the amount you invest with us. We anxiously look forward to working with you and hope you become a part of our community that has become a Texas landmark event!

Sincerely,

OVERVIEW

Backporch Productions, LLC will be hosting its 11th Annual Outlaws & Legends Music Festival on March 25th and 26th of 2022, with early RV parking on March 24th, at The Back Porch of Texas. This will be the 9th consecutive year that Ben Richey Boys Ranch and Family Program will be the recipient of all ticket proceeds from the event.

AWARDS & SUCCESSES

- "Festival of the Year", by Texas Regional Radio Music Awards (2021)
- "Top 12 Festivals to Get Excited For", by The Culture Trip (2016)
- "Hats Off to Tourism" Award, by Abilene Convention and Visitors Bureau (2014)
- 1st Festival in Texas to Receive National Syndication, by Texas Roadhuse Live (2012)
- Community Awareness Award by Abilene Convention and Visitors Bureau (2012)
- Most Country Music Acts on One Stage in Two Days (2011-2021)
- Largest Attended Inaugural Texas Music Event (2011)

OBJECTIVES

- Host the most prolific names in country music within one weekend.
- Pair "legendary" artists in country music with modern/"outlaw" artists.
- Offer a variety of sponsorship & ticketing packages to suit various preferences.
- Brand Abilene, Texas as the central destination point for Texas Country Music.
- Provide charitable funding for Ben Richey Boys Ranch and Family Program.

ARTISTS ALUMNI

2011 THROUGH 2021

MERLE HAGGARD
KEVIN COSTNER & MODERN WEST
MARSHALL TUCKER BAND
RANDY HOUSER
CODY JINKS
MARK CHESNUTT
DEANA CARTER
RYAN BINGHAM
MARK POWELL
ROGER CREAGER
COODER GRAW
KOE WETZEL
DEAN DILLON
ZANE WILLIAMS
CHRIS KNIGHT
JOHNNY BUSH
TRENT WILLMON
NED LEDOUX
WALT WILKINS
JERROD MEDULLA
KODY WEST
TEXAS JAMM BAND
CURTIS GRIMES
BLEU EDMONDSON
JESSE RAUB JR.
AUGIE MEYERS
NO DRY COUNTY
THOM SHEPHERD

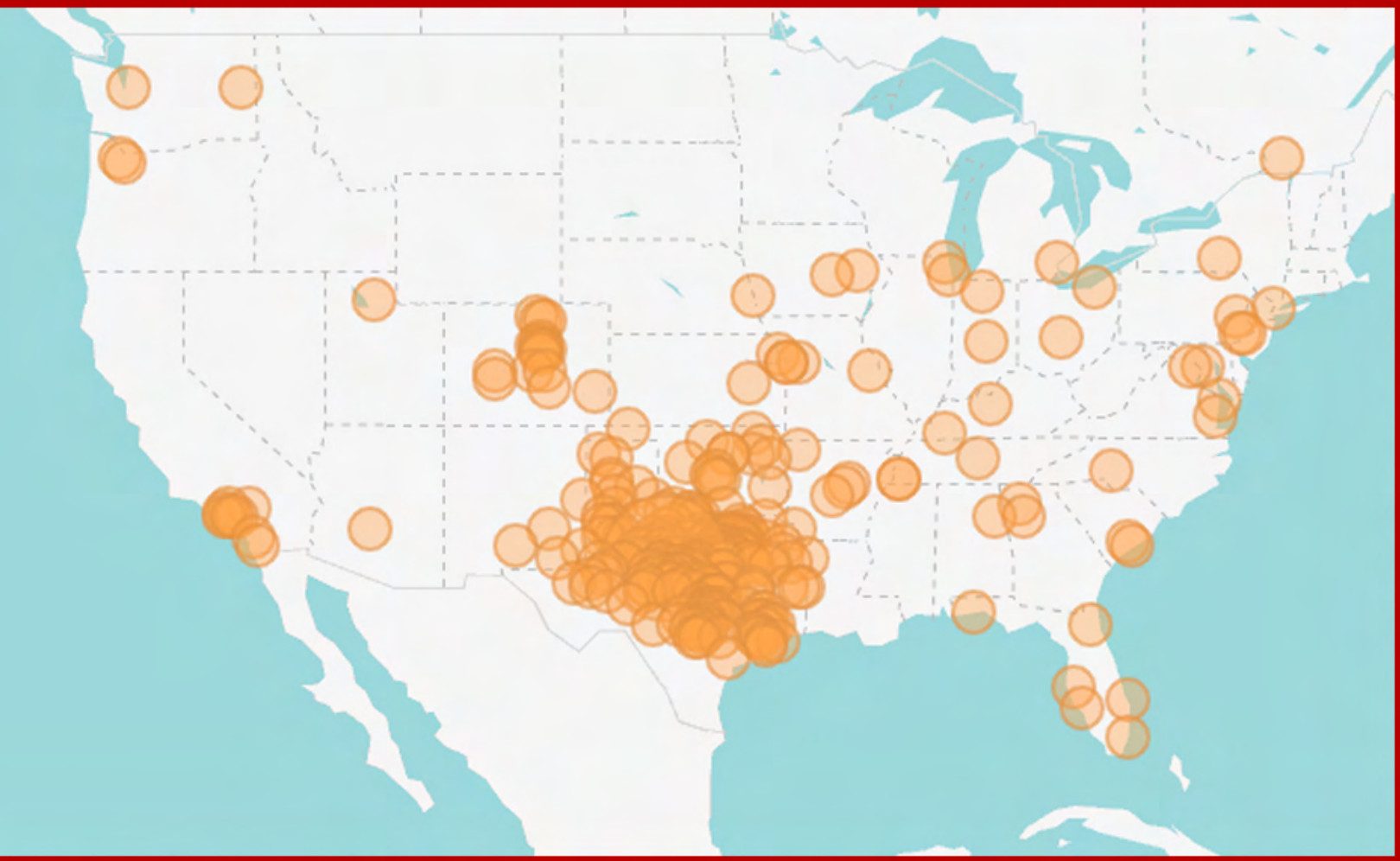
DWIGHT YOAKAM
CHARLIE DANIELS BAND
MIDLAND
CODY JOHNSON
RANDY ROGERS BAND
DAVID ALLAN COE
LEON RUSSELL
WHISKEY MEYERS
SHOOTER JENNINGS
RECKLESS KELLY
CORY MORROW
GARY P. NUNN
LEE ROY PARNELL
JOE ELY
BILLY JOE SHAVER
JOSH WARD
FLATLAND CAVALRY
MIKE MCCLURE
RANDALL KING
ELEVEN HUNDRED SPRINGS
THE DAMN QUAILS
LARRY JOE TAYLOR
MARK MCKINNEY
BRANDON JENKINS
DAVID LEE
RANDY BROWN
JASON ROBERTS
COLTON RICE
MORGAN REATHERFORD

KRIS KRISTOFFERSON
JERRY JEFF WALKER
ROBERT EARL KEEN
LEE ANN WOMACK
JAMEY JOHNSON
KEVIN FOWLER
CODY CANADA & THE DEPARTED
RAY WYLIE HUBBARD
JASON BOLAND
STONEY LARUE
WADE BOWEN
CHARLIE ROBISON
SUNNY SWEENEY
THE BURRITO BROTHERS
JAMIE RICHARDS
MIKE & THE MOONPIES
TOMMY ALVERSON
MIKE RYAN
KYLE PARK
THE HAMILTONS
MAX STALLING
JASON EADY
TWO TONS OF STEEL
CHARLIE SHAFTER
DALLAS WAYNE
BLUE WATER HIGHWAY
SARAH HOBBS
JAMES COOK
DELLA ROSE

...and many others

FESTIVAL ATTENDANCE

Below is our Geographical Demographics from attendees. Patrons last year came from 34 states and 11 countries. Since the festival's existence, 48 states and 17 countries have attended.

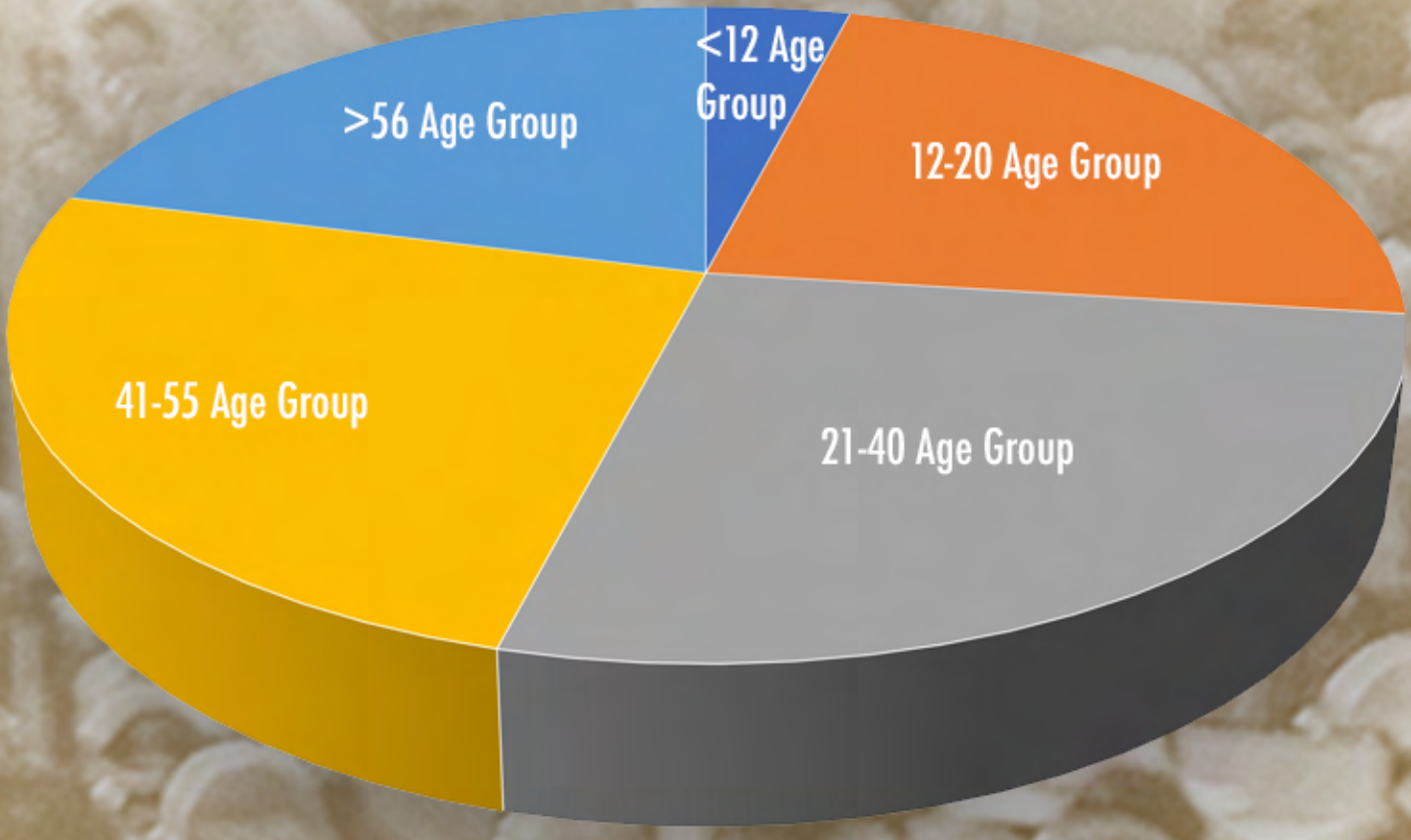


ATTENDANCE GROWTH

- 2021: 15,000 Attendees/450 RVs. +18%
- 2019: 12,322 Attendees/405 RVs. +17.8%
- 2018: 10,130 Attendees/355 RVs. +20.0%
- 2017: 8,104 Attendees/340 RVs. +12.6%
- 2016: 7,086 Attendees/320 RVs. +3.0%
- 2015: 6,880 Attendees/260 RVs. +5.4%
- 2014: 6,510 Attendees/221 RVs. +21.2%
- 2013: 5,130 Attendees/150 RVs. -17.6%
- 2012: 6,220 Attendees/80 RVs. +2.0%
- 2011: 6,102 Attendees/40 RVs.

ATTENDANCE BY AGE

Demographics at our festival are extremely broad. Where other festivals primarily cater to the college sector, our age groups are ballanced. The heaviest age demographic is 21-40, with 28%. The 12-20 age group (21%), 41-55 age group (25%) and over 56 (22%), are slightly lower. Though this festival is open to all ages, only 5% consists of patrons under 12.



PRESS & MARKETING

PRINT Below are some print media sources where Outlaws & Legends has been featured:

-New York Times Newspaper
-Chicago Tribune Newspaper
-USA Today
-Southern Living Magazine
-Texas Monthly Magazine
-Southwest Airlines Spirit Magazine
-Dallas Morning Newspaper
-Fort Worth Star Telegram
-Texas Highways Magazine
-Texas Music Magazine
-Texas Music Scene
-Best in Texas Magazine
-Travel Host Magazine
-Austin Statesman Newspaper
-Abilene Reporter News

TELEVISION Below are previous TV sources where Outlaws & Legends has been featured:

-KTAB Abilene
-KRBC Abilene
-FOX Abilene
-Suddenlink Cable West Texas
-KLBK Lubbock
-KLSN/KSAN San Angelo
-KJEP Fox Odessa
-KMID Midland
-KWTX Waco
-Texas Roadhouse Live

WEB Below are web-based sources where Outlaws & Legends has been featured:

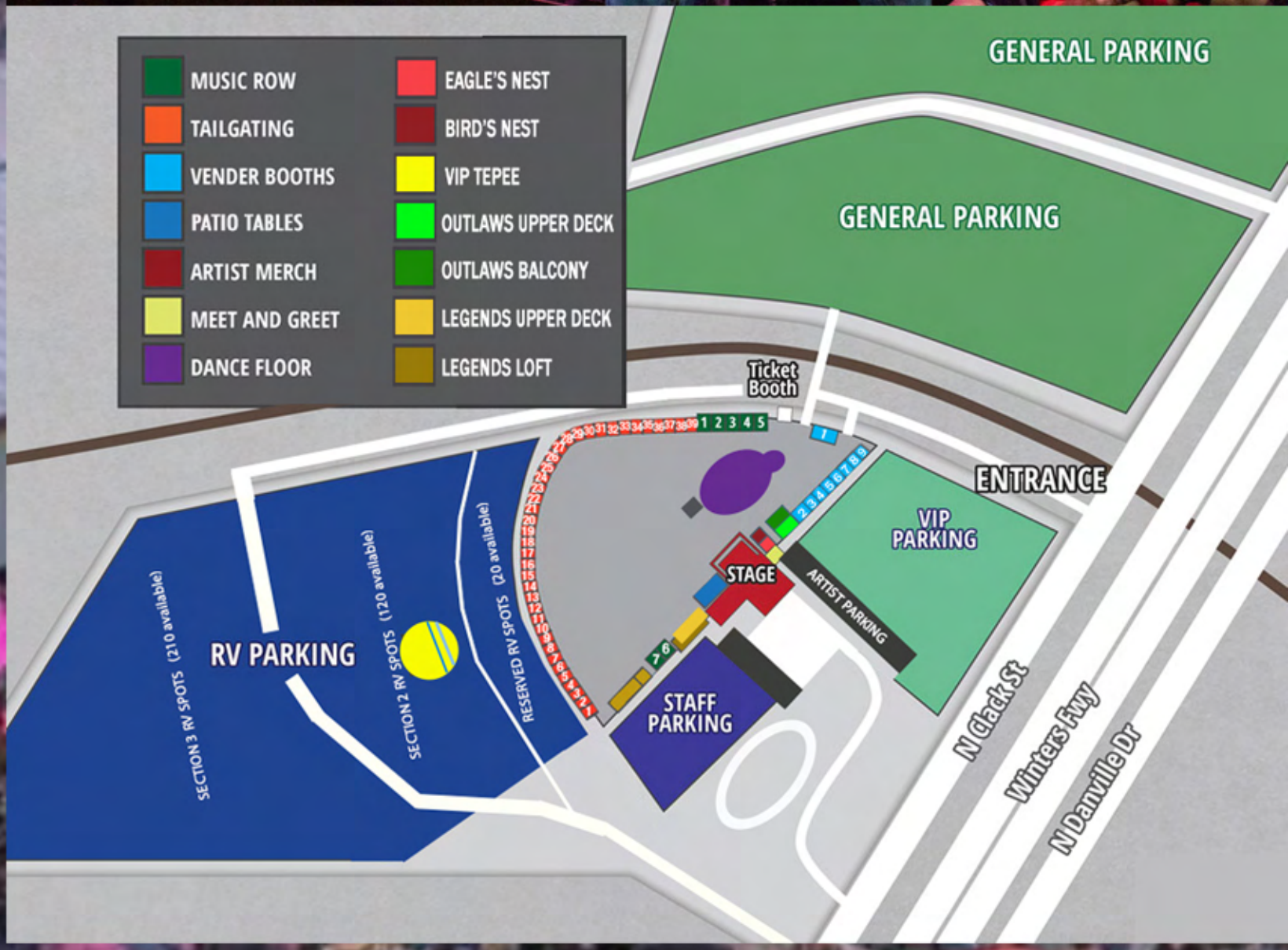
-Cowboys and Indians
-AAA.com
-Texas Outside
-EverFest
-FestivalNet
-BigCountryHomepage
-Fairs and Festivals
-Tour Texas
-The Culture Trip
-Country Music Tattle Tale

SOCIAL Below are our social media hosted sites and followers through August 2018:

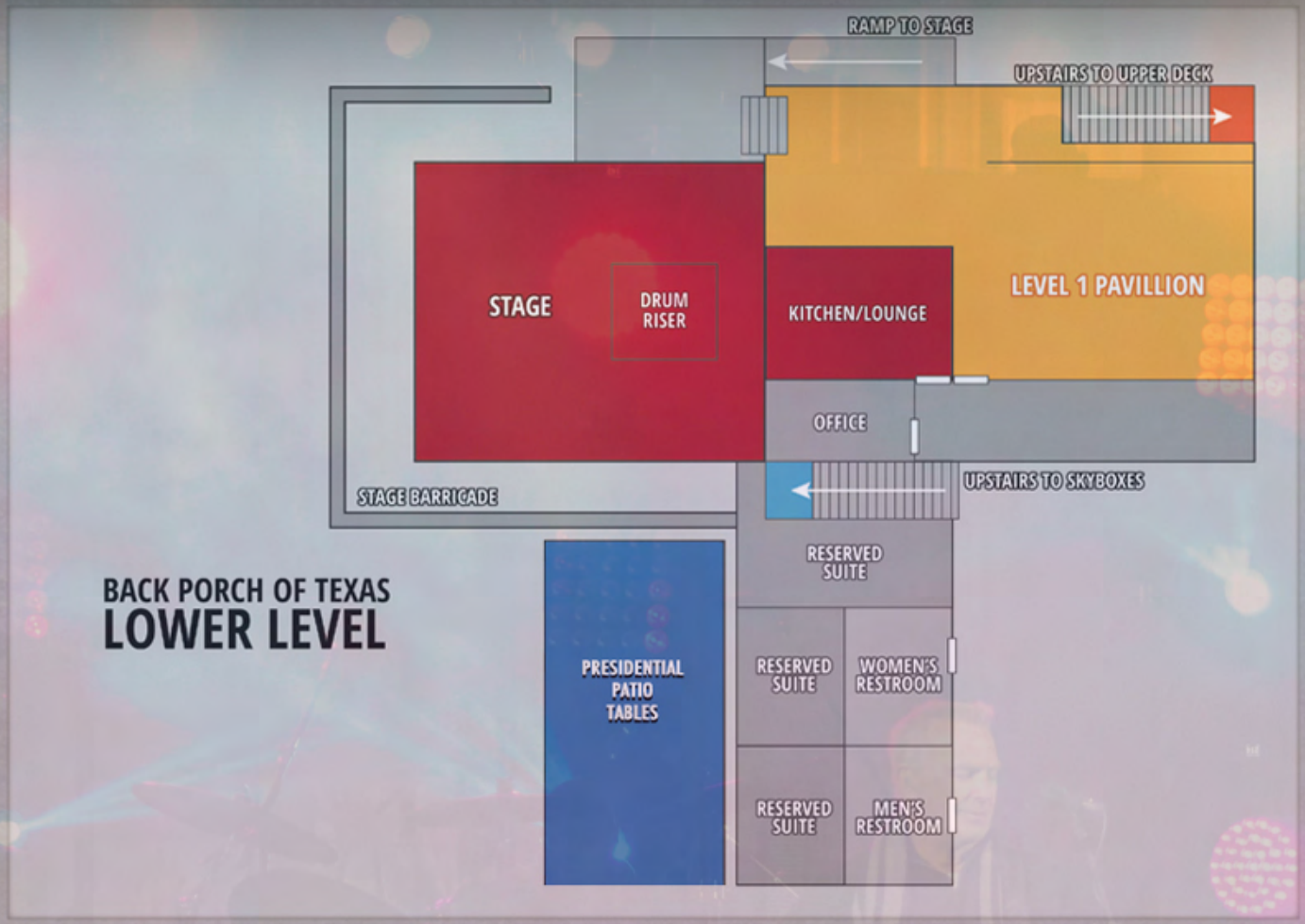
-Website: 64,770
-Eventbrite: 325,804
Facebook: 23,260
-Twitter: 669
-Instagram: 1,677

IMPRESSIONS Total Estimated Print, Television, Web and Social Media Through 2021: **1,628,540,000**

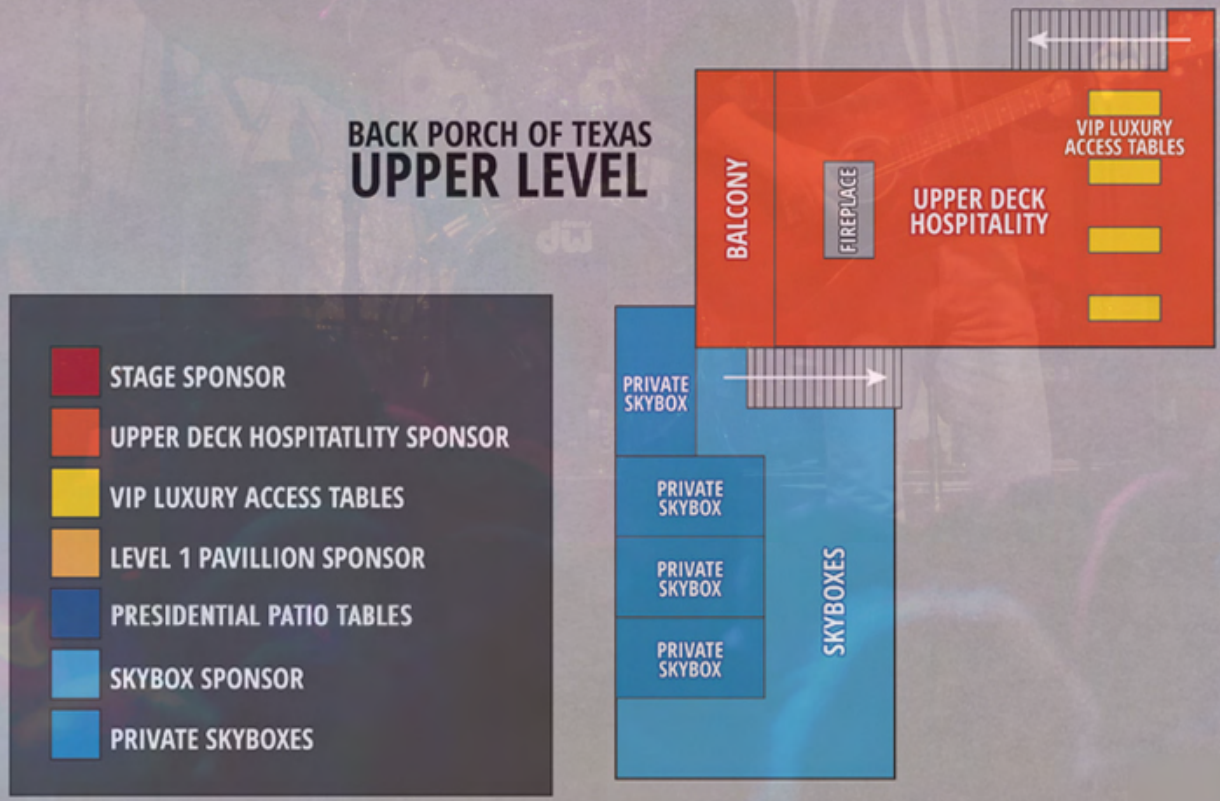
SITE MAP GROUNDS



SITE MAP VIP



BACK PORCH OF TEXAS
LOWER LEVEL



BACK PORCH OF TEXAS
UPPER LEVEL

MAJOR SPONSORSHIPS

STAGE SPONSOR: $45,000 (1 available)

ADVERTISING: Company Name/Logo as "Outlaws & Legends Music Festival on the (*YOUR COMPANY*) Stage" to be included on the following promotional items:

Radio: A minimum of 5,000 total, 30 sec. radio spots on 14 major radio stations across Texas will verbally mention your company as "...on the (*YOUR COMPANY*) Stage. (ave. cost: $25 per spin X 5,000) = **$125,000 value**

TV: A minimum of 2,500 total 30 sec. local/cable TV spots aired in Texas with company logo and verbal mention. (ave. $70 per commercial X 2,500) = **$175,000 value**

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press releases, website, t-shirts = **$6,000 value**

Jumbotron: 80 total, 15 sec. jumbotron advertisements during the festival. (ave. $28 per ad X 80) = **$2,240 value**

Social Media: 4 exclusive branding posts on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 8) = **$2,800 value**

STAGE BRANDING: YOUR COMPANY name/logo dominately displayed on-site, on the stage. Backporch Productions to pay for backdrop and side panels. Additional banners, headers, footers may be provided by YOUR COMPANY. Dimensions include:

1, 25'X14' stage backdrop
2, 4' X 20' mesh side panels
1, 32' X 3' horizontal below stage footer
1, 38' X 3' horizontal right stage footer = **$8,000 value**

FESTIVAL AMENITIES: 60 tickets, 30 VIP/Backstage Passes, 10 T-Shirts, 10 VIP Parking Passes, and 1 guitar signed by all artists = **$33,250 value**

TOTAL STAGE SPONSOR VALUE: $352,290

UPPER DECK HOSPITALITY SPONSOR: $30,000 (1 available)

ADVERTISING: Company Name/Logo as "Outlaws & Legends Music Festival from the (*YOUR COMPANY*) and (TBA Level 1 Sponsor) Event Center" to be included on the following promotional items:

Radio: A minimum of 5,000 total, 30 sec. radio spots on 14 major radio stations across Texas with verbal mention "Live from the (*YOUR COMPANY*) and (TBA Level 1 Sponsor) Event Center". (ave. cost: $25 per spin X 5,000) = **$125,000 value**

TV: A minimum of 2,500 total 30 sec. local/cable TV spots aired in Texas with company logo. (ave. $70 per commercial X 2,500) = **$175,000 value**

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press releases, website, t-shirts = **$6,000 value**

Jumbotron: 60 total, 15 sec. jumbotron advertisements during the festival. (ave. $28 per ad X 60) = **$1,680 value**

Social Media: 3 exclusive branding posts on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 8) = **$2,100 value**

EVENT CENTER BRANDING: YOUR COMPANY has exclusive branding rights to the interier and exterier of the Event Center's Upper Deck, including:

Full ability to decorate and advertise the 2nd story of the 3,000 sq. ft. pavillion and balcony.
EXCLUSIVE brands/beverages in pavillion during event. (***REQUIRES AN ADDITIONAL $5,000 IN HOSPITALITY TRADE.***)
Company logo designated on site map of event layout (print/web) = **$9,500 value**

FESTIVAL AMENITIES: 50 tickets, 16 VIP/Backstage Passes, 8 T-Shirts, 8 VIP Parking Passes, and 1 guitar signed by all artists = **$20,970 value**

TOTAL UPPER DECK HOSPITALITY SPONSOR VALUE: $340,250

LEVEL 1 PAVILLION SPONSOR: $30,000 (1 available)

ADVERTISING: Company Name/Logo as "Outlaws & Legends Music Festival from the (TBA Upper Deck Hospitality Sponsor) and (*YOUR COMPANY*) Event Center" to be included on the following promotional items:

Radio: A minimum of 5,000 total, 30 sec. radio spots on 14 major radio stations across Texas with verbal mention "Live from the (TBA Upper Deck Hospitality Sponsor) and (*YOUR COMPANY*) Event Center". (ave. cost: $25 per spin X 5,000) = **$125,000 value**

TV: A minimum of 2,500 total 30 sec. local/cable TV spots aired in Texas with company logo. (ave. $70 per commercial X 2,500) = **$175,000 value**

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press releases, website, t-shirts = **$6,000 value**

Jumbotron: 60 total, 15 sec. jumbotron advertisements during the festival. (ave. $28 per ad X 60) = **$1,680 value**

Social Media: 3 exclusive branding posts on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 8) = **$2,100**

EVENT CENTER BRANDING: YOUR COMPANY has exclusive branding rights to the interier and exterier of the Event Center's 1st Level, including:

Full ability to decorate and advertise the main level of the 3,000 sq. ft. pavillion.
EXCLUSIVE brands/beverages in pavillion during event. (***REQUIRES AN ADDITIONAL $5,000 IN HOSPITALITY TRADE.***)
Company logo designated on site map of event layout (print/web) = **$9,500 value**

FESTIVAL AMENITIES: 50 tickets, 16 VIP/Backstage Passes, 8 T-Shirts, 8 VIP Parking Passes, and 1 guitar signed by all artists = **$20,970 value**

TOTAL LEVEL 1 PAVILLION SPONSOR VALUE: $340,250

MAJOR SPONSORSHIPS

MEET & GREET SPONSOR: $25,000 (1 available)

ADVERTISING: Company Name/Logo on Outlaws & Legends site-map and following promotional items:

RADIO: A minimum of 5,000, 30 sec. radio spots on 14 major stations across Texas with YOUR COMPANY mentioned. (ave. cost: $25 per spin X 5,000) **$125,000 value**

TV: A minimum of 2,500 total 30 sec. local/cable TV spots aired in Texas with company logo. (ave. $70 per commercial X 2,500) = **$175,000 value**

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press releases, website, t-shirts = **$6,000 value**

Jumbotron: 50 total, 15 sec. jumbotron advertisements during the festival. (ave. $28 per ad X 50) = **$1,400 value**

Social Media: 3 exclusive branding posts on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 3) = **$1,050 value**

EVENT CENTER BRANDING: YOUR COMPANY has exclusive branding rights to the Event Center's Meet & Greet area, including:

Full ability to decorate and advertise stage left, walkway and designated 20ft X 30ft VIP area. Total exclusive area: 1,220 sq. ft.

EXCLUSIVE branding and signage on the general and VIP areas.

Company logo designated on the site map of event layout (print/web) = **$6,500 value**

FESTIVAL AMENITIES: 42 tickets, 12 VIP/Backstage Passes, 6 T-Shirts, 6 VIP Parking Passes, and 1 guitar signed by all artists = **$18,380 value**

TOTAL MEET & GREET SPONSOR VALUE: $333,330

TITLE SPONSOR: $20,000 (2 available)

ADVERTISING: Company Name/Logo as "(YOUR COMPANY) Presents: Outlaws & Legends Music Fest" and to be included on the following promotional items:

Radio: A minimum of 5,000 total, 30 sec. radio spots on 14 major radio stations across Texas with logo placement and "presents" with the Outlaws & Legends logo will verbally mention your company as "presented by (YOUR COMPANY)" (ave. cost: $25 per spin X 5,000) = **$125,000 value**

TV: A minimum of 2,500 total 30 sec. local/cable TV spots aired in Texas with company logo. (ave. $70 per commercial X 2,500) = **$175,000 value**

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press releases, website, t-shirts = **$6,000 value**

Jumbotron: 40 total, 15 sec. jumbotron advertisements during the festival. (ave. $28 per ad X 40) = **$1,120 value**

Social Media: 2 exclusive branding posts on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 4) = **$1,400 value**

FESTIVAL AMENITIES: 40 tickets, 12 VIP/Backstage Passes, 6 T-Shirts, 6 VIP Parking Passes, and 1 guitar signed by all artists = **$16,290 value**

TOTAL TITLE SPONSOR VALUE: $324,810

TIPI SPONSOR: $20,000 (1 available)

ADVERTISING: Company Name/Logo on Outlaws & Legends site-map, named the (YOUR COMPANY) Tipi, and included on the following promotional items:

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press releases, website, t-shirts = **$6,000 value**

Jumbotron: 30 total, 15 sec. jumbotron advertisements during the festival. (ave. $28 per ad X 30) = **$840 value**

Social Media: 2 exclusive branding posts on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 4) = **$1,400 value**

TEPEE : 86' X 86'X 60' VIP/After party space, centrally located in the festival grounds with ample physical space for banners, flags, and decor advertising. YOUR COMPANY has EXCLUSIVE rights to branding and advertising within the space (***REQUIRES AN ADDITIONAL $5,000 IN HOSPITALITY TRADE.***) = **$15,000 value**

FESTIVAL AMENITIES: 40 tickets, 12 VIP/Backstage Passes, 6 T-Shirts, 6 VIP Parking Passes, and 1 guitar signed by all artists = **$16,290 value**

TOTAL TIPI SPONSOR VALUE: $39,530

SKYBOX HOSPITALITY SPONSOR: $15,000 (1 available)

ADVERTISING: Company Name/Logo on Outlaws & Legends site-map and branding, mentions and name rights as "The (YOUR COMPANY) Skyboxes" (***REQUIRES AN ADDITIONAL $5,000 IN HOSPITALITY PRODUCT TRADE***) = **$5,500 value**

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press releases, website, t-shirts = **$6,000 value**

Jumbotron: 40 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 40) = **$1,120 value**

Social Media: 3 exclusive branding posts on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 3) = **$1,050 value**

FESTIVAL AMENITIES: 40 tickets, 10 VIP/Backstage Passes, 5 T-Shirts, 5 VIP Parking Passes, and 1 framed poster signed by all artists = **$14,150 value**

TOTAL SKYBOX HOSPITALITY SPONSOR VALUE: $27,820

MID SPONSORSHIPS

DANCE FLOOR SPONSOR: $10,000 (1 available)

ADVERTISING: Company Name/Logo on Outlaws & Legends site-map and following promotional items:

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press releases, website, t-shirts = **$6,000 value**

Jumbotron: 30 total, 15 sec. jumbotron advertisements during the festival. (ave. $28 per ad X 30) = **$840 value**

Social Media: 2 exclusive branding posts on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 2) = **$700 value**

DANCE FLOOR SPACE: 10,000' concrete space, 70' in front of the stage for (*YOUR COMPANY*) to EXCLUSIVELY brand, advertise and vendor within the space = **$6,500 value**

FESTIVAL AMENITIES: 30 tickets, 6 VIP/Backstage Passes, 3 T-Shirts, and 3 VIP Parking Passes = **$9,270 value**

TOTAL DANCE FLOOR SPONSOR VALUE: $23,310

JUMBOTRON SPONSOR: $8,000 (1 available)

ADVERTISING: Company Name/Logo rights to exclusively static-brand both sides of the jumbotron on the front/crowd facing stage cover (two, 4ft X 6ft sections) and the following amenities:

Jumbotron Branding: YOUR COMPANY promeniently displayed around the jumbotron = **$5,500 value**

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**

Jumbotron: 20 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 20) = **$560 value**

Social Media: 1 exclusive branding post on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 2) = **$700 value**

FESTIVAL AMENITIES: 20 tickets, 6 VIP/Backstage Passes, 3 T-Shirts, and 3 VIP Parking Passes = **$7,770 value**

TOTAL JUMBOTRON SPONSOR VALUE: $19,530

SOUNDBOOTH SPONSOR: $8,000 (1 available)

ADVERTISING: Company Name/Logo included on Outlaws & Legends site-map and (YOUR COMPANY) has the exclusive rights to brand the 3.5ft X 28ft wrap-around soundbooth located in the center of the festival, including:

Soundbooth Branding: YOUR COMPANY promeniently displayed around the soundbooth = **$5,500 value**

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**

Jumbotron: 20 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 20) = **$560 value**

Social Media: 1 exclusive branding post on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 2) = **$700 value**

FESTIVAL AMENITIES: 20 tickets, 6 VIP/Backstage Passes, 3 T-Shirts, and 3 VIP Parking Passes = **$7,770 value**

TOTAL SOUNDBOOTH SPONSOR VALUE: $19,530

BEVERAGE ROW SPONSOR: $5,000 (4 available)

ADVERTISING: YOUR COMPANY has branding/marketing rights within a 10ft X 10ft tent space, located in the NEW "Beverage Row", directly in front of Level 1 of the Event Center. Amenitites to include:

Beverage Row Branding: YOUR COMPANY has full ability to decorate, brand and market your product/beverage within your given space. Additionally, YOUR COMPANY will have exclusivity in your beverage category in the VIP area at each of the 6 bars. ***THIS SPONSORSHIP REQUIRES AN ADDITIONAL $3,000 MINIMUM IN HOSPITALITY TRADE*** to be placed in the VIP bars. = **$4,000 value**

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**

Jumbotron: 20 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 20) = **$560 value**

Social Media: 1 exclusive branding post on YOUR COMPANY, both on Facebook and Instagram. (ave. $350 per ad X 2) = **$700 value**

FESTIVAL AMENITIES: 16 tickets, 4 VIP/Backstage Passes, 2 T-Shirts, and 2 VIP Parking Passes = **$5,580 value**

TOTAL BEVERAGE ROW SPONSOR VALUE: $15,840

TICKET SPONSORSHIPS

GENERAL ADMISSION TICKET SPONSOR: $8,500 (1 available)

ADVERTISING: Company Name/Logo included on Outlaws & Legends site-map and (*YOUR COMPANY*) included with specific print advertising and/or coupon remissions used EXCLUSIVELY on (1) all general admission tickets, (2) all ticket links from websites including: www.outlawsandlegends.com and Facebook ticketing. YOUR COMPANY is estimated to attain more than 5,200,000 direct impressions.

- **Direct Advertising:** Based off of last year's data, an estimated 78,230 patrons will click on YOUR COMPANY's advertisement = **$78,230 value**
- **Retail Drive/Coupon:** Each ticket will include physical advertising/redemption (est. 14,000) = **$14,000 value**
- **Print Media:** YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**
- **Jumbotron:** 20 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 20) = **$560 value**

FESTIVAL AMENITIES: 20 tickets, 8 VIP/Backstage Passes, 4 T-Shirts, and 4 VIP Parking Passes = **$9,360 value**

TOTAL GENERAL ADMISSION TICKET SPONSOR VALUE: $107,150

RV/CAMPSITE TICKET SPONSOR: $6,000 (1 available)

ADVERTISING: Company Name/Logo included on Outlaws & Legends site-map and (*YOUR COMPANY*) included with specific print advertising and/or coupon remissions used EXCLUSIVELY on (1) all RV and Campsite tickets, (2) all ticket links from websites including: www.outlawsandlegends.com and Facebook ticketing. YOUR COMPANY is estimated to attain more than 2,650,000 direct impressions.

- **Direct Advertising:** Based off of last year's data, an estimated 3,910 patrons will click on YOUR COMPANY's advertisement = **$3,910 value**
- **Retail Drive/Coupon:** Each ticket will include physical advertising/redemption (est. 450-500) = **$500 value**
- **On-Site Branding:** YOUR COMPANY may provide banners/signage/materials near the entrance and in RV section = **$3,000 value**
- **Print Media:** YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**
- **Jumbotron:** 15 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 15) = **$420 value**

FESTIVAL AMENITIES: 10 tickets, 6 VIP/Backstage Passes, 3 T-Shirts, and 3 VIP Parking Passes = **$6,270 value**

TOTAL RV/CAMPSITE SPONSOR VALUE: $19,100

TAILGATE TICKET SPONSOR: $4,000 (1 available)

ADVERTISING: Company Name/Logo with specified print advertisement and/or coupon remissions used exclusively on (1) all Tailgate Party Passes/Music Row Passes and Tickets, (2) all ticket links from websites including: www.outlawsandlegends.com and Facebook ticketing. YOUR COMPANY is estimated to attain more than 1,940,000 direct impressions. (These have sold out in all 7 of the previous years. Includes 56 packages and 870 patrons.)

- **Direct Advertising:** Based off of last year's data, an estimated 4,050 patrons will click on YOUR COMPANY's advertisement = **$4,050 value**
- **Retail Drive/Coupon:** Each ticket will include physical advertising/redemption (est. 870) = **$870 value**
- **On-Site Branding:** YOUR COMPANY may provide banners/signage/goodie bags to patrons upon Tailgate check-in and around perimeter = **$3,000 value**
- **Print Media:** YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**
- **Jumbotron:** 10 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 10) = **$280 value**

FESTIVAL AMENITIES: 10 tickets, 4 VIP/Backstage Passes, 2 T-Shirts, and 2 VIP Parking Passes = **$4,680 value**

TOTAL TAILGATE TICKET SPONSOR VALUE: $17,860

WRISTBAND SPONSORSHIPS

GENERAL WRISTBAND SPONSOR: $7,000 (1 available)

ADVERTISING: Company Name/Logo included on:

- **General Admission Wristbands:** EXCLUSIVE branding on all 14,000 printed general patron wristbands = **$14,000**
- **Print Media:** YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**
- **Jumbotron:** 20 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 20) = **$560 value**

FESTIVAL AMENITIES: 20 tickets, 4 VIP/Backstage Passes, 2 T-Shirts, and 2 VIP Parking Passes = **$6,180 value**

TOTAL GENERAL WRISTBAND SPONSOR VALUE: $21,740

VIP WRISTBAND SPONSOR: $5,000 (1 available)

ADVERTISING: Company Name/Logo included on:

- **VIP Wristbands:** EXCLUSIVE branding on all 1,000 printed VIP patron wristbands = **$1,000**
- **Print Media:** YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**
- **Jumbotron:** 15 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 15) = **$420 value**

FESTIVAL AMENITIES: 14 tickets, 4 VIP/Backstage Passes, 2 T-Shirts, and 2 VIP Parking Passes = **$5,430 value**

TOTAL VIP WRISTBAND SPONSOR VALUE: $11,850

COOLER BAND SPONSOR: $4,500 (1 available)

ADVERTISING: Company Name/Logo included on:

- **Cooler Bands:** EXCLUSIVE branding on all 3,500 printed cooler bands = **$1,750 value**
- **Print Media:** YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**
- **Jumbotron:** 10 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 10) = **$280 value**

FESTIVAL AMENITIES: 14 tickets, 2 VIP/Backstage Passes, 1 T-Shirts, and 1 VIP Parking Passes = **$3,840 value**

TOTAL COOLER BAND SPONSOR VALUE: $10,870

PRE-FESTIVAL SPONSORSHIPS

EVENT SPONSOR: $6,500 (4 available)

ADVERTISING: Company Name/Logo included on the following promotional items:

Print Media: YOUR COMPANY name/logo to appear on 3,000 flyers, all press announcements, website and t-shirts = **$6,000 value**

Jumbotron: 30 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 30) = **$840 value**

FESTIVAL AMENITIES: 20 tickets, 6 VIP/Backstage Passes, 3 T-Shirts, and 3 VIP Parking Passes = **$6,600 value**

TOTAL EVENT SPONSOR VALUE: $13,830

FESTIVAL GEAR HEADQUARTERS SPONSOR: $3,500 (1 available)

ADVERTISING: Company Name/Logo included on the following promotional items:

TV: A minimum of 200, 15 sec. television spots with YOUR COMPANY's logo and verbal mention directing patrons to YOUR COMPANY for early festival merchandise. (ave. $35 X 200) = **$7,000 value**

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$5,000 value**

Jumbotron: 15 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 15) = **$420 value**

EXCLUSIVE MERCHANDISING: From May 5, 2021 until March 26,2022, official Outlaws & Legends merchandise will be stocked in YOUR COMPANY and all media sources will direct patrons EXCLUSIVELY to YOUR COMPANY to purchase merchandise prior to the festival = **$3,500**

FESTIVAL AMENITIES: 14 tickets, 2 VIP/Backstage Passes, 1 T-Shirts, and 1 VIP Parking Passes = **$3,840 value**

TOTAL FESTIVAL GEAR HEADQUARTERS SPONSOR VALUE: $17,660

SONGWRITER COMPETITION SPONSOR: $2,500 (7 available)

ADVERTISING: Company Name/Logo included on the following promotional items:

Print Media: YOUR COMPANY name/logo to appear on t-shirts = **$1,500 value**

Jumbotron: 10 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 10) = **$280 value**

EXCLUSIVE SOCIAL MEDIA & RADIO ADVERTISING: Participating radio stations and all social media formats will EXCLUSIVELY include YOUR COMPANY as the presenter of the preliminary competitions (via Facebook video) and finals (TBD location) = **$3,500**

FESTIVAL AMENITIES: 10 tickets, 2 VIP/Backstage Passes, 1 T-Shirts, and 1 VIP Parking Passes = **$3,090 value**

TOTAL SONGWRITER COMPETITION SPONSOR VALUE: $8,370

BUSINESS SPONSOR PACKAGES

PREMIER BUSINESS PACKAGE: $6,000 (10 available)

ADVERTISING: Company Name/Logo included on:

Print Media: YOUR COMPANY name/logo to appear on website = **$500 value**

Jumbotron: 40 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 40) = **$1,120 value**

FESTIVAL AMENITIES: 20 tickets, 6 VIP/Backstage Passes, and 3 VIP Parking Passes = **$7,680 value**

TOTAL PREMIER BUSINESS PACKAGE VALUE: $9,300

LEGENDS BUSINESS PACKAGE: $4,000 (10 available)

ADVERTISING: Company Name/Logo included on:

Print Media: YOUR COMPANY name/logo to appear on website = **$500 value**

Jumbotron: 30 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 30) = **$840 value**

FESTIVAL AMENITIES: 16 tickets, 4 VIP/Backstage Passes, and 2 VIP Parking Passes = **$5,370 value**

TOTAL LEGENDS BUSINESS PACKAGE VALUE: $6,710

OUTLAWS BUSINESS PACKAGE: $2,500 (10 available)

ADVERTISING: Company Name/Logo included on:

Print Media: YOUR COMPANY name/logo to appear on website = **$500 value**

Jumbotron: 10 total, 15 sec. jumbotron advertisements during the festival (ave. $28 per ad X 10) = **$280 value**

FESTIVAL AMENITIES: 8 tickets, 2 VIP/Backstage Passes, and 1 VIP Parking Passes = **$2,760 value**

TOTAL OUTLAWS BUSINESS PACKAGE VALUE: $3,540

HEADLINER ARTIST SPONSOR: $2,500 (2 available)

ADVERTISING: Company Name/Logo included on:

Website: YOUR COMPANY alongside headliner as "(YOUR COMPANY) presents (X Headliner)" = **$500 value**

Introduction: YOUR COMPANY representative to introduce a headliner with radio affiliate LIVE on-stage at the festival = **$2,000 value**

FESTIVAL AMENITIES: 6 tickets, 2 VIP/Backstage Passes, and 1 VIP Parking Passes = **$2,460 value**

TOTAL HEADLINER ARTIST SPONSOR VALUE: $4,960

ARTIST SPONSOR: $1,500 (14 available)

ADVERTISING: Company Name/Logo included on:

Website: YOUR COMPANY alongside artist as "(YOUR COMPANY) presents (X Artist)" = **$500 value**

Introduction: YOUR COMPANY representative to introduce artist with radio affiliate LIVE on-stage at the festival = **$1,500 value**

FESTIVAL AMENITIES: 2 tickets, 2 VIP/Backstage Passes, and 1 VIP Parking Passes = **$1,860 value**

TOTAL ARTIST SPONSOR VALUE: $3,860

VIP BOX & TABLE PACKAGES

TEPEE LEVEL 2 SUITE: $18,000 (1 available)

LARGE BOX SUITE: YOUR COMPANY is allowed exclusive access to this secured 2,000 sq. ft. built-in balcony inside the Back Porch of Texas Tipi, where 24 guests can watch the stage from 170 ft in front and 24 ft. above ground. Tipi VIP guests will have their own bar, catering, and porta facilities. The Tipi will be kept closed and private until 11:00p.m. when the after-party begins. At all times, the balcony will be strictly private and comes with custom logo access bands for YOUR COMPANY, with great views of the main stage and the after-party stage inside the tipi. = **$4,500 value**

VIP AMENITIES: 24 VIP/Backstage Passes with additional Tipi Suite Bands, 8 T-Shirts, and 8 VIP Parking Passes = **$20,720 value**

TOTAL TIPI LEVEL 2 SUITE VALUE: $25,220

LEGENDS LOFT: $13,500 (1 available)

ENCLOSED BOX SUITE: YOUR COMPANY will have lock & key access to this fully-furnished, heated and air conditioned suite. The second floor of the 40' X 8' built-out sea container includes: 4, 4-person tables, 3 windows, electricity, and custom company logo access bands. = **$4,500 value**

VIP AMENITIES: 16 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$13,560 value**

TOTAL LEGENDS LOFT VALUE: $18,060

OUTLAWS LOFT: $13,500 (2 available)

INDOOR/OUTDOOR BOX SUITES: YOUR COMPANY will have lock & key access to this fully-furnished, heated and air conditioned suite. The second floor of each 20' X 8' built-out sea container includes: 2, 4-person tables, 2 windows, electricity, and custom company logo access bands and balcony. = **$4,500 value**

VIP AMENITIES: 16 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$13,560 value**

TOTAL OUTLAWS LOFT VALUE: $18,060

LEGENDS UPPER DECK: $13,500 (1 available)

ADVERTISING: YOUR COMPANY is allowed exclusive access to this secured 8' X 40' 3rd floor, open-air, suite located south of the stage. YOUR COMPANY is able to provide your own banners (facing general and VIP admission patrons), decor, and optional/additional seating. The Legends Upper Deck is equiped with premium turf flooring, patio seats, a security guard at the entrance to the stairway and complete festival viewing. Access is strictly private and comes with custom company logo access bands. = **$4,500 value**

VIP AMENITIES: 16 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$13,560 value**

TOTAL LEGENDS UPPER DECK VALUE: $18,060

OUTLAWS UPPER DECK: $13,500 (1 available)

ADVERTISING: YOUR COMPANY is allowed exclusive access to this secured 8' X 40' 3rd floor, open-air, suite located north of the stage. YOUR COMPANY is able to provide your own banners (facing general and VIP admission patrons), decor, and optional/additional seating. The Outlaws Upper Deck is equiped with premium turf flooring, patio seats, a security guard at the entrance to the stairway and complete festival viewing. Access is strictly private and comes with custom company logo access bands. = **$4,500 value**

VIP AMENITIES: 16 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$13,060 value**

TOTAL OUTLAWS UPPER DECK VALUE: $18,060

VIP BOX & TABLE PACKAGES

EAGLE'S NEST: $9,000 (1 available)

ADVERTISING: YOUR COMPANY is allowed exclusive access to this 8' X 20' 3rd floor, open-air, suite located immediately north of the stage and above the Artist Merch Building. YOUR COMPANY is able to provide your own banners (facing general and VIP admission patrons), decor, and optional/additional seating. The Eagle's Nest is equiped with premium turf flooring, patio seats, a security guard at the entrance to the stairway and complete festival viewing. Access is strictly private and comes with custom company logo access bands. = **$3,800 value**

VIP AMENITIES: 12 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$10,360 value**

TOTAL EAGLE'S NEST VALUE: $14,160

BIRD'S NEST: $9,000 (1 available)

ADVERTISING: YOUR COMPANY is allowed exclusive access to this 8' X 20' 2nd floor, open-air, crowd-facing suite located immediately north of the stage and above the Artist Merch Building. YOUR COMPANY is able to provide your own banners (facing general admission patrons), decor, and optional/additional seating. The Bird's Nest is equiped with premium turf flooring, patio seats, a security guard at the entrance to the stairway and complete festival viewing. Access is strictly private and comes with custom company logo access bands. = **$3,800 value**

VIP AMENITIES: 12 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$10,360 value**

TOTAL BIRD'S NEST VALUE: $14,160

PRIVATE SKYBOX SUITE: $8,500 (4 available)

ADVERTISING: YOUR COMPANY is allowed to brand/decorate a personal, covered and gated 8' X 14' box suite in the balcony skybox section, stage left. YOUR COMPANY is able to provide your own decor, custom tables and chairs, banners, etc. Access to the Private Skybox Suites is strictly private and comes with custom company logo access bands. = **$3,400 value**

VIP AMENITIES: 12 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$10,360 value**

TOTAL PRIVATE SKYBOX SUITE VALUE: $13,760

TIPI LEVEL 3 SUITE: $8,000 (1 available)

UPPER LEVEL BOX SUITE: YOUR COMPANY is allowed exclusive access to this secured 1,200 sq. ft. built-in balcony inside the Back Porch of Texas Tipi, where 10 guests can watch the stage from 170 ft in front and 46 ft. above ground. Tipi VIP guests will have their own bar, catering, and porta facilities. The Tipi will be kept closed and private until 11:00p.m. when the after-party begins. At all times, the level 3 balcony will be strictly private and comes with custom logo access bands for YOUR COMPANY, with great views of the main stage and the after-party stage inside the tipi. = **$3,500 value**

VIP AMENITIES: 10 VIP/Backstage Passes with additional Tipi Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$8,760 value**

TOTAL TIPI LEVEL 3 SUITE VALUE: $12,760

VIP BOX & TABLE PACKAGES

RESERVED VIP RV SECTION: $7,000 (1 available)

ADVERTISING: YOUR COMPANY is allowed to EXCLUSIVELY brand/decorate a large, reserved RV section within the VIP parking area, consisting of: (1) 80' X 40' space. RV's, vehicles, banners, signage, and marketing materials must be contained within the specified area. Multiple RVs and vehicles are included in this space at no additional charge. Access within your reserved RV section is strictly private. = **$5,000 value**

VIP AMENITIES: 10 VIP/Backstage Passes, Complimentary VIP RV Passes (for vehicles that fit within the space provided) = **$9,740 value**

TOTAL RESERVED VIP RV SECTION VALUE: $15,240

VIP LUXURY ACCESS TABLE: $6,000 (6 available)

VIP AMENITIES: 12 VIP/Backstage Passes with custom bands at a private, reserved VIP table (provided) 4 T-Shirts, and 4 VIP Parking Passes = **$9,160 value**

TOTAL VIP LUXURY ACCESS TABLE VALUE: $9,160

VIP PATIO LOUNGE: $5,500 (8 available)

ADVERTISING: YOUR COMPANY will have 8 VIP/Backstage Passes at a private, 12' X 14' lounge area; located immediately to right side of the stage. YOU COMPANY is able to provide own additional decor or banners, but outdoor patio furniture and decor for your space is provide. lAccess to your VIP Patio Lounge is strictly private and comes with custom company logo access bands. Front lounge areas will be assigned in order of first purchasers. = **$2,500 value**

VIP AMENITIES: 8 VIP/Backstage Passes with additional Private Skybox Suite Bands, 3 T-Shirts, and 3 VIP Parking Passes = **$6,970 value**

TOTAL VIP PATIO LOUNGE VALUE: $9,470

2022 SPONSORSHIP AGREEMENT

NAME OF SPONSORING COMPANY _____ SPONSORSHIP _____

AUTHORIZING PERSON _____ TITLE _____ PHONE _____

ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____ EMAIL _____

Sponsor agrees to the above sponsorship of the 2022 Outlaws & Legends Music Festival at the Sponsorship Level and Rate indicated above, and agrees to the Terms and Conditions detailed within this Sponsorship Catalog. Payment must be received within 30 days of completion of this Sponsorship Agreement. Company logo must also be sent (via JPG, PNG or PDF) to outlawsandlegends@gmail.com within 30 days or no later than November 1, 2021, or logo will not meet deadline for press.

SIGNATURE _____ PRINTED NAME _____ DATE _____