

2016 SPONSORSHIP CATALOG

THE BIGGEST ONE-STAGE EVENT IN TEXAS



"THE OUTLAWS AND LEGENDS MUSIC FESTIVAL SETS THE BAR FOR ALL OTHER FESTIVALS. THE SOUND, THE CREW, THE HOSPITALITY, THE AUDIENCE, THE STAFF ARE ALL STELLAR, FIRST CLASS COOL. IT IS NOW MY FAVORITE."
-RAY WYLIE HUBBARD





THANK YOU FOR YOUR INTEREST IN OUTLAWS & LEGENDS MUSIC FEST!

We can't believe we will be celebrating our 6TH year of the festival on April 1-2, 2016! Our sponsors have been like family to us and, undoubtedly, we credit our loyal sponsors and partners for the overwhelming success Outlaws & Legends Music Festival has brought to Abilene, Texas and the Ben Richey Boys Ranch.

We take tremendous pride in making sure your sponsorship return is second to none, and that we offer the most outstanding hospitality to you and your chosen guests. Additionally, we believe in reciprocating the loyal support of your business or foundation, as you support ours. In this catalog you will find information relevant to our music festival and the impact it may have on your investment's return. We anxiously look forward to working with you, and are committed to ensuring that you receive the highest return on your sponsorship contribution.

We sincerely appreciate your support of this Texas landmark event.

Thanks,
Mark Powell

OVERVIEW

Outlaws and Legends Music Festival (The Biggest 1-Stage Event in Texas), will be hosting its 6th Annual Festival on April 1-2, 2016 at the Back Porch of Texas, conveniently located off of I-20 and Hwy 277. This year will be the forth year the Ben Richey Boys Ranch will be the recipient of ticket proceeds from the event.



AWARDS & SUCCESSES

- Largest Attended Inaugural Texas Music Event, (2011)
- Top 5 “Festival of the Year” in 2012, by Texas Regional Radio Music Awards
- First Festival in Texas to receive national syndication on television, by Texas Roadhouse Live, (2012)
- Community Awareness Award, by Abilene Convention and Visitors Bureau, (2012)
- Hosted more country music artists on 1-Stage in 2 Days, (2011-2015)
- \$166,417 total funds raised for local Abilene charities:
 - Disability Resources Inc., (2011-2012)
 - Ben Richey Boys Ranch, (2013-2015)
- “Hat’s Off to Tourism” Award, by Abilene Convention and Visitors Bureau (2014)
- Top 5 “Festival of the Year” in 2015, by Texas Regional Radio Music Awards

OBJECTIVES

- Host the most prolific names in Country and “Texas Country” Music within one weekend, giving patrons the most entertainment value over two days than other festivals around the country.
- Pair “legendary” artists in country music with modern/“outlaw” artists in country music to make for a diverse, generational, family-friendly experience for our patrons.
- Offer a variation of sponsor and ticketing packages built for each patron’s specific experience pleasure. Whether it is front and center at the stage in the general area, with larger groups of family and friends (or coworkers) in a reserved Tailgate area, in an RV area, in our all-inclusive VIP pavilion and balcony, or in a “Floor Box Suite” or “Private Skyboxes” our patrons chose the option relevant to their own personal experience desires.
- Brand Abilene, Texas as the central destination point for Texas Country Music. Our goal is to build upon the creation of tourism and the major economic impact the festival has provided the City of Abilene.
- Provide funding for local nonprofit organizations.

PAST ARTISTS (2011-2015)

Merle Haggard
Marshall Tucker Band
Bowen
Stoney La Rue
Jason Boland
Cody Johnson Band
Whiskey Myers
Mike McClure
Matt Martindale
Jason Eady
Dallas Wayne
George Ducas
Ali Dee
Shelia Marshall
The Hogg Maulies
Scott Lyle Band
Cody Gill
Britt Hoffman
Morgan Reatherford
Brenda Kay
Brett Watts
Andy Serna
Randy White

Charlie Daniels Band
Randy Rogers Band
Dean Dillon
Mark Powell & Lariat
Billy Joe Shaver
Joe Ely
Tommy Alverson
Six Market Blvd
The Damn Quails
Walt Wilkins
Thom Shepherd
Mark McKinney
Scott Lyle Band
Casey Berry
Ryan Tyndell
The Swindlers
Kevin Deal
Toby McBrooks
Tessy Lou Williams
John Caldwell
Eric Beatty
Imaj
Don Smerek

Jamey Johnson
Leon Russell
Gary P. Nunn
Roger Creager
Cooder Graw
Max Stalling
Jamie Richards
Bleu Edmondson
Cody Jinks
Trent Willmon
Bracken Hale
James Lann
Pauline Reese
Steve Helms
Callahan Divide
Matt Nolan
Stan Crawford
Texas Mulehouse Ratz
Emily Olsen
Tom McIlvain
Ronny Spears
Fritz Shultz

Robert Earl Keen
David Allan CoeWade
Charlie Robison
Ray Wylie Hubbard
Lee Roy Parnell
Johnny Bush
Larry Joe Taylor
Eleven Hundred Springs
Two Tons of Steel
Jerrod Medulla
Charlie Shafter
Sonny Burgess
Jolie Holliday
No Dry County
Jeff Hyde
Chuck Allen Floyd
Brian Burns
Pat Sadler
Chrissy Phillips
Guthrie Kennard
Aubrey England
Surge On Smith

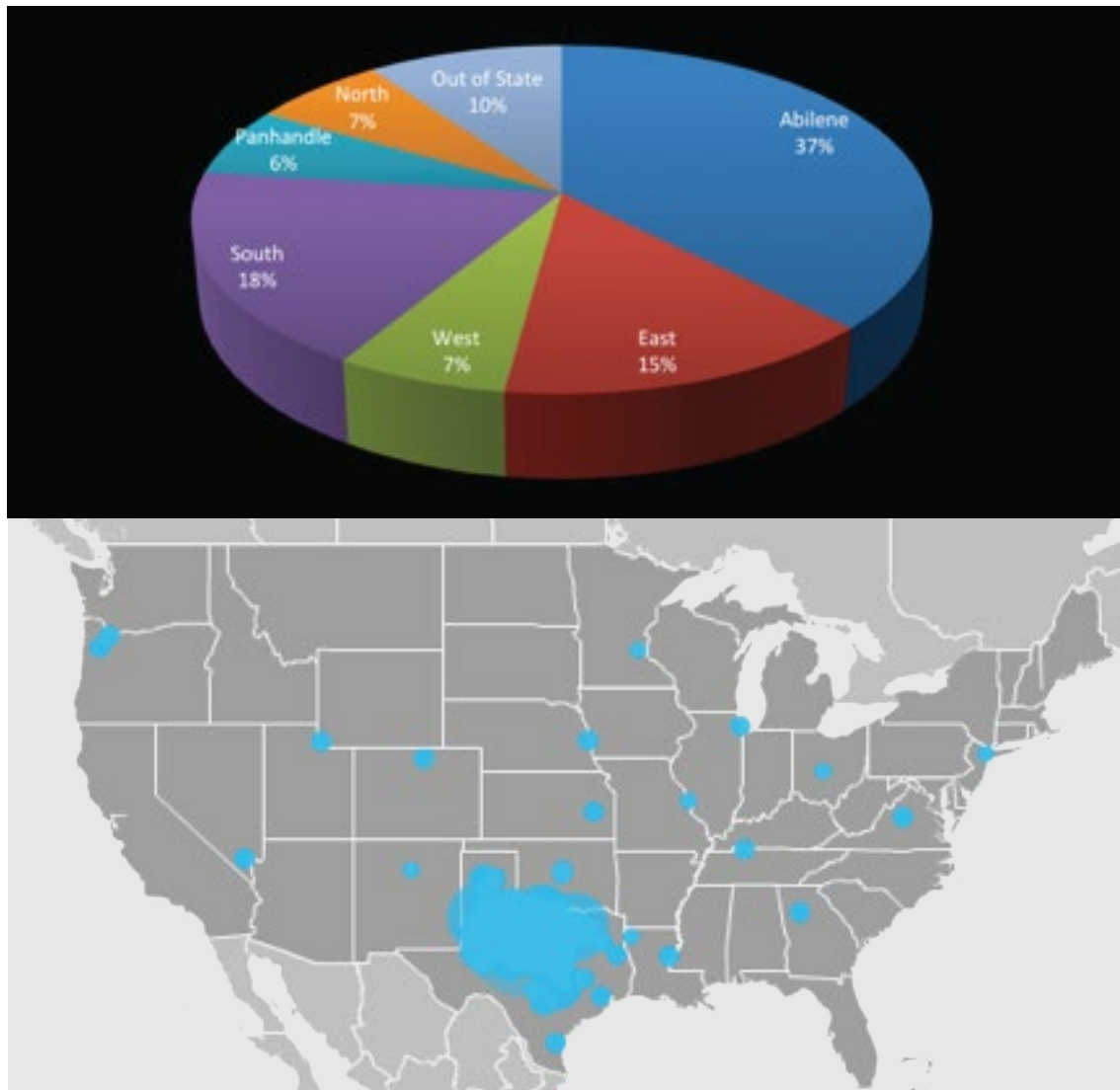
SINGER SONGWRITER COMPETITION

Beginning in 2012, we hosted a nation-wide Singer/Songwriter Competition with satellite preliminary competitions. Markets have included Abilene, Midland, San Angelo and Lubbock, Texas. This has served well for up-and-coming artists and bands to become involved and have the opportunity to win a spot in the lineup as well as recording packages. Below was the 2015 result of the Singer/Songwriter Competition:

- 124 Contestants / 2 Semifinal Events
- 4 Finalists
- Integrated with the Ben Richey Boys Ranch Tribute to Youth Telethon, televised on KTAB TV and streamed live on www.bigcountryhomepage.com
- Total of \$18,700 raised for Ben Richey Boys Ranch through live voting over 2013, 2014 and 2015

FESTIVAL ATTENDANCE

2015 Geographical Reach

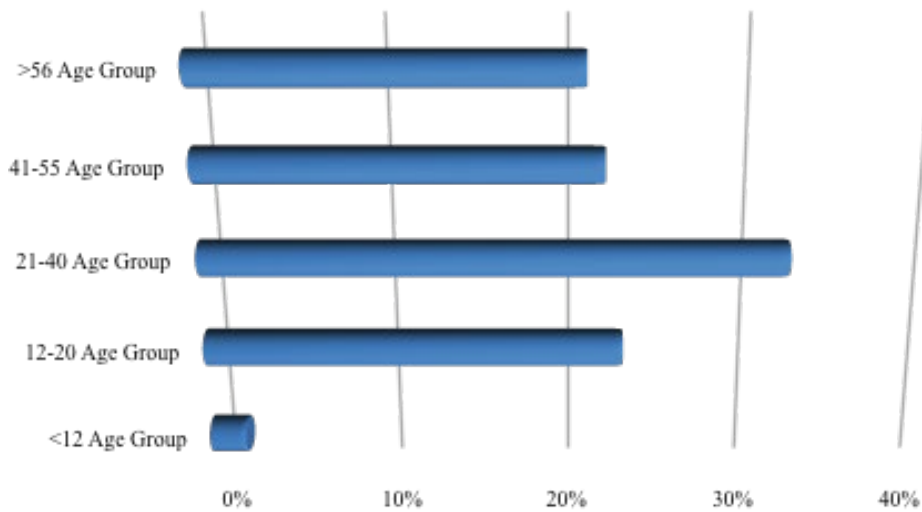


We are proud to have the growing Texas-wide and Out-of-State support for the festival each year. More patrons are purchasing from different markets. Below reflects our increase in attendee support each year per zip code:

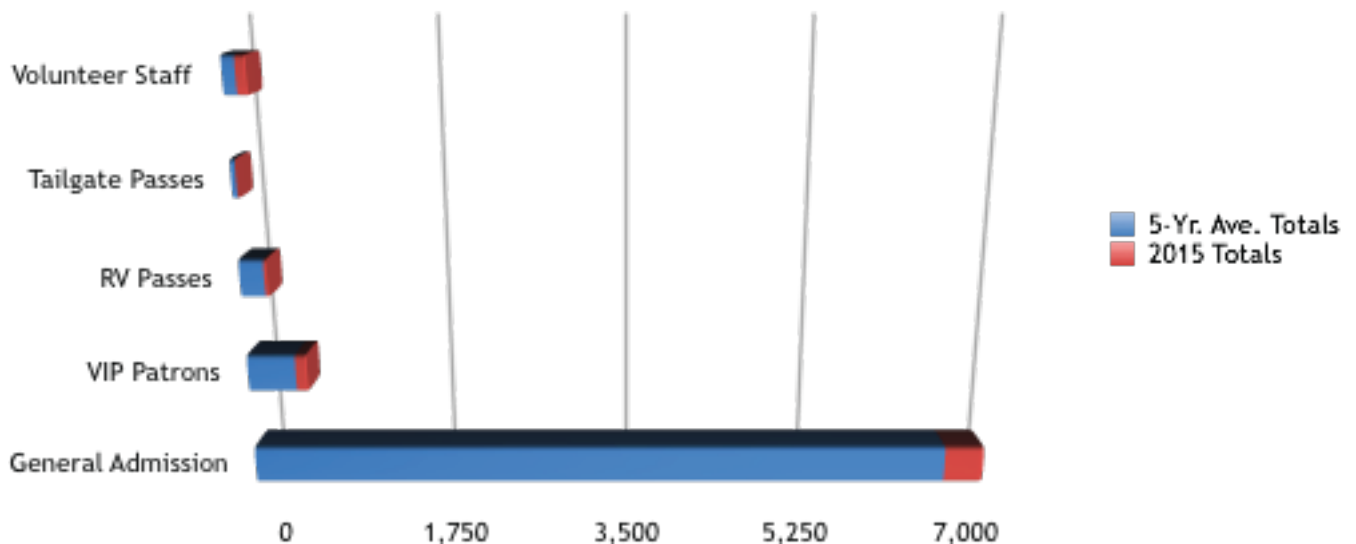
- 2011: 48 Zip Codes Represented
- 2012: 94 Zip Codes Represented
- 2013: 155 Zip Codes Represented
- 2014: 226 Zip Codes Represented
- 2015: 248 Zip Codes Represented

Additionally, 20 states and 5 countries of patrons attended the festival in 2015. This made up 9.8% of total attendees. As the festival grows we look forward to the increase of tourism into other new markets as well.

5-Year Average Percentage Per Age Group



Attendance Overview



As the above reflects, our 5-year general admission attendance average is 6,226 with our highest attendance in 2015 with 6,880. Our 5-year VIP patron average is 442 with a total VIP patron attendance of 547 in 2015. We showed a higher increase in RV patrons from our 5-year average of 155 to 249 in 2015. Tailgate Party Passes and Tailgate Music Row Passes have remained similar year to year as we have allotted 40 total each year and have sold out of these packages since inception. As with the increase in volume, we have increased our volunteer staffing from 24 in 2011 to 208 in 2015.

MARKETING, ADVERTISING, & PRESS INFORMATION

Print Advertising

Below are some Print Media sources where Outlaws & Legends Music Fest has been featured or represented:

- *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*
- *Best In Texas Monthly Newspaper*
- *Travel Host Magazine*
- *Texas Outside*
- *Abilene Reporter News*

Total 2015 Print Media Impressions:
19,245,600

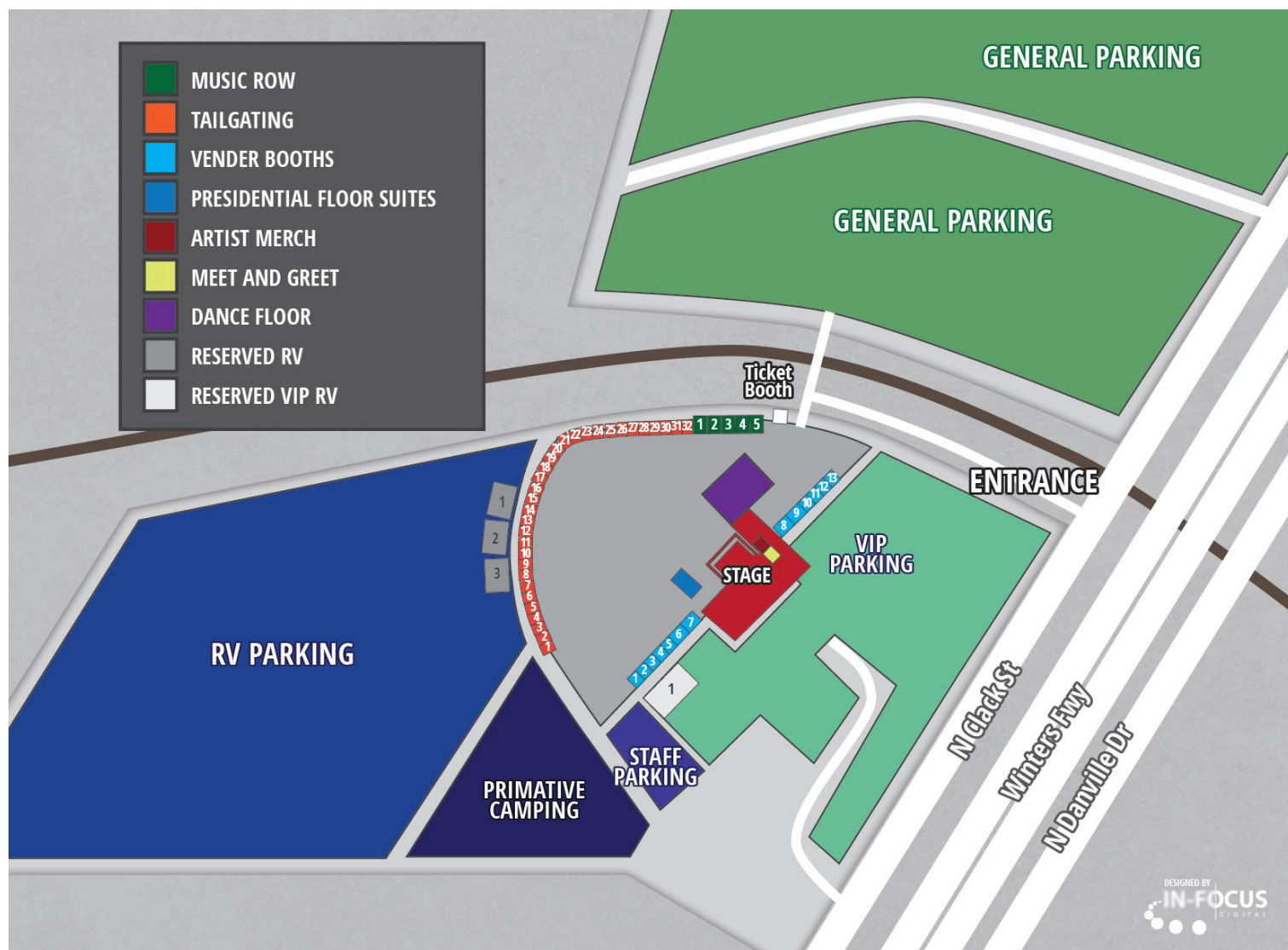
Television Advertising

Previous Television sources that we have worked with in prior years have included:

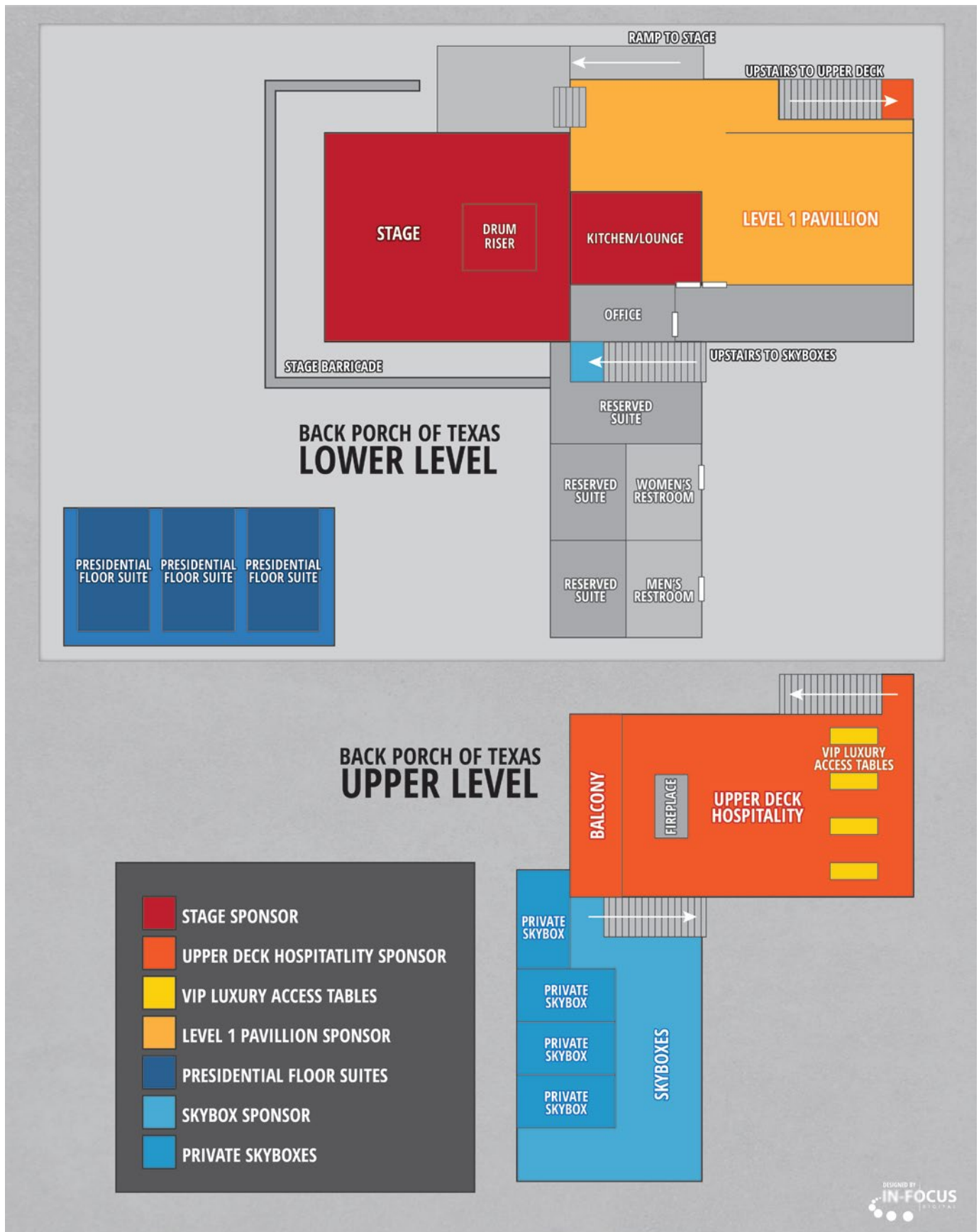
- *KTAB Abilene*
- *KRBC Abilene*
- *KTXS Abilene*
- *Suddenlink Cable Abilene*
- *KLBK Lubbock*
- *KLST/KSAN San Angelo*
- *KJEP Fox Odessa*
- *KMID Midland/Odessa*
- *KWTX Waco*



2016 VENUE



2016 VENUE



MAJOR FESTIVAL SPONSORSHIPS

STAGE SPONSOR: \$35,000 (1 available)

Advertising: Company Name/Logo as “Outlaws & Legends Music Fest on the (Your Company) Stage” to be included on the following promotional items:

Radio: A minimum of 4,200 total 30 sec. radio spots on 14 major radio stations across Texas will verbally mention your company as “....on the (Your Company) Stage” (avg. \$20 ps X 4,200) - **\$84,000 value**

TV: A minimum of 5,400 total 30 sec. local/cable TV spots aired in Texas with company logo and verbal mention. (avg. \$60 ps X 5,400) - **\$324,000 value**

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and t-shirts. - **\$6,500 value**

Jumbotron: 80 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 80) - **\$2,000 value**

Stage Branding: Company Name/Logo dominantly displayed on-site at the Outlaws and Legends Stage. Backporch Productions to provide backdrop. Additional banners, headers, and footers may be provided by your company. Dimensions include:

1, 30ft X 14ft stage backdrop including 4ft (of 14ft) reverse pavilion printing backdrop

1, 20ft X 4ft horizontal stage footer

1, 15ft X 4ft horizontal stage header (magnetic preferred)

2, 4ft X 20ft vertical side panels (mesh preferred) - **\$5,000 value**

Ticket Entrance Exhibit Space: 20ft X 20ft tent space next to main entrance. - **\$2,000 value**

Festival Amenities: 80 tickets, 32 VIP/Backstage Passes, 32 T-Shirts, 10 VIP Parking Passes, 1 VIP Luxury Access Table (seats 16 of the VIP guests) and one (1) Guitar signed by all artists. - **\$21,540 value**

Total Stage Sponsor Value: \$445,040

UPPER DECK HOSPITALITY SPONSOR: \$20,000 (1 available)

Advertising: Company Name/Logo as “Outlaws and Legends Music Fest from the (Your Company) and (TBA Level 1 Sponsor) Event Center” to be included on the following promotional items:

Radio: A minimum of 4,200 total 30 sec. radio spots on 14 major radio stations across Texas with verbal mention of your company as “Live from the (Your Company) and (TBA Level 1 Sponsor) Event Center” (avg. \$20 ps X 4,200) - **\$84,000 value**

TV: A minimum of 5,400 total 30 sec. local/cable TV spots aired in Texas with company logo and verbal mention. (avg. \$60 ps X 5,400) - **\$324,000 value**

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and t-shirts. - **\$6,500 value**

Jumbotron: 60 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 60) - **\$1,500 value**

Event Center Branding: Company Name/Logo dominantly displayed on-site in the interior and exterior of the Back Porch of Texas Event Center’s Upper Deck. Including:

Full ability to decorate and advertise the 2nd story of the 3,000 sq. ft pavilion and balcony.

Exclusive brands/beverages in pavilion during event. (REQUIRES AN ADDITIONAL \$5,000 IN HOSPITALITY TRADE.)

Company logo designated on site-map of event layout (print/web) - **\$9,000 value**

Festival Amenities: 70 tickets, 20 VIP/Backstage Passes, 20 T-Shirts, 10 VIP Parking Passes, ½ Reserved VIP Luxury Access Table (seating 8 of the VIP guests) and one (1) Guitar signed by all artists. - **\$16,450 value**

Total Upper Deck Hospitality Sponsor Value: \$441,450

LEVEL 1 PAVILLION SPONSOR: \$20,000 (1 available)

Advertising: Company Name/Logo as “Outlaws and Legends Music Fest from the (TBA Upper Deck Hospitality Sponsor) and (Your Company) Event Center” to be included on the following promotional items:

Radio: A minimum of 4,200 total 30 sec. radio spots on 14 major radio stations across Texas with verbal mention of your company as “Live from the (TBA Upper Deck Hospitality Sponsor) and (Your Company) Event Center” (avg. \$20 ps X 4,200) - **\$84,000 value**

TV: A minimum of 5,400 total 30 sec. local/cable TV spots aired in Texas with company logo and verbal mention. (avg. \$60 ps X 5,400) - **\$324,000 value**

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and t-shirts. - **\$6,500 value**

(continued next page)

Jumbotron: 60 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 60) - \$1,500 value

Event Center Branding: Company Name/Logo dominantly displayed on-site in the interior and exterior of the Back Porch of Texas Pavilion - Ground Floor/Main Area. Including:

Full ability to decorate and advertise the 1st floor of the 3,000 sq. ft Event Center.

Exclusive brands/beverages in pavilion during event. (REQUIRES AN ADDITIONAL \$5,000 IN HOSPITALITY TRADE.)

Company logo designated on site-map of event layout (print/web) - \$9,000 value

Festival Amenities: 70 tickets, 20 VIP/Backstage Passes, 20 T-Shirts, 10 VIP Parking Passes, ½ Reserved VIP Luxury Access Table (seating 8 of the VIP guests) and one (1) Guitar signed by all artists. - \$16,450 value

Total Level 1 Hospitality Sponsor Value: \$441,450

TITLE SPONSOR: \$15,000 (2 available)

Advertising: Company Name/Logo as “(Your Company) Presents: Outlaws and Legends Music Fest” and to be included on the following promotional items:

Radio: A minimum of 4,200 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)”

(avg. \$20 ps X 4,200) - \$84,000 value

TV: A minimum of 5,400 total 30 sec. local/cable TV spots aired in Texas with company logo and verbal mention.

(avg. \$60 ps X 5,400) - \$324,000 value

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and t-shirts. - \$6,500 value

Jumbotron: 40 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 40) - \$1,000 value

Festival Amenities: 40 tickets, 10 VIP/Backstage Passes, 10 T-Shirts, 4 VIP Parking Passes, and one (1) Guitar signed by all artists. - \$8,600 value

Total Title Sponsor Value: \$424,100

SKYBOX HOSPITALITY SPONSOR: \$10,000 (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.) - \$5,000 value

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and t-shirts. - \$6,500 value

Jumbotron: 60 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 60) - \$1,500 value

Festival Amenities: 50 tickets, 16 VIP/Backstage Passes, 16 T-Shirts, 6 VIP Parking Passes, and one (1) Framed poster signed by all artists. - \$11,370 value

Total Skybox Sponsor Value: \$26,200

MEET & GREET SPONSOR: \$7,500 (1 available)

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

Print Media: Company name/logo to appear on websites, and promo t-shirts. - \$4,500 value

Jumbotron: 30 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 30) - \$750 value

On-Site Meet & Greet Space: 120ft X 20ft tent space in VIP area with exclusive access to participating artists and patron meet & greets, official photo ops with (Your Company) backdrop and décor provided by (Your Company).

Festival Amenities: 30 General Admission Tickets, 8 VIP/Backstage Passes, 8 T-Shirts, 4 VIP Parking Passes. - \$3,960 value

Total Meet & Greet Sponsor Value: \$16,200

DANCE FLOOR SPONSOR: \$7,500 (1 available)

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

Print Media: Company name/logo to appear on websites, and promo t-shirts. - \$4,500 value

Jumbotron: 30 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 30) - \$750 value

(continued next page)

Dance Floor Event Space: (Your Company) will have the exclusive right to brand, decorate, and advertise within the 10,000 sq. ft. concrete pad located just 70ft in front of the stage. (Your Company) may provide giveaways and marketing items if (Your Company) so chooses. - \$6,000 value

Festival Amenities: 30 General Admission Tickets, 6 VIP/Backstage Passes, 6 T-Shirts, 2 VIP Parking Passes. - \$4,950 value

Total Dance Floor Sponsor Value: \$16,200

EVENT SPONSOR: \$5,000 (4 available)

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

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and promo t-shirts. - \$4,500 value

Jumbotron: 30 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 30) - \$750 value

On-Site Exhibit Space: 10ft X 10ft tent space in event area to use as you please. - \$2,000 value

Festival Amenities: 30 General Admission Tickets, 8 VIP/Backstage Passes, 8 T-Shirts, 4 VIP Parking Passes. - \$5,710 value

Total Event Sponsor Value: \$14,960

TICKET SPONSORSHIPS

GENERAL ADMISSION TICKET SPONSOR: \$10,000

(1 available)

Advertising: Company Name/Logo included on the Outlaws & Legends site-map and (Your Company) included with specified print advertisement 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 4,000,000 in direct impressions.

Direct Advertising: Based off of last year's data, an estimated 42,000 patrons will click for tickets and see your exclusive advertisement. - \$58,800 value

Retail Drive/Coupon: Once a ticket is purchased, all patrons must print their ticket, which will have 1/3 page of the standard 8.5"X11" sheet for (Your Company's) use, which may include coupon redemptions or specified ads. - \$10,400 value

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Jumbotron: 40 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 40) - \$1,000 value

Festival Amenities: 40 tickets, 10 VIP/Backstage Passes, 10 T-Shirts, 4 VIP Parking Passes, and one (1) Guitar signed by all artists. - \$8,600 value

Total General Admission Ticket Sponsor Value: \$83,300

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

Advertising: Company Name/Logo included on Outlaws & Legends site-map and (Your Company) included with specified print advertisement and or coupon remissions used exclusively on (1) all RV or Campsite tickets, (2) all ticket links from websites including www.outlawsandlegends.com and Facebook ticketing. Your company is estimated to attain more than 2,000,000 in direct impressions.

Direct Advertising: Based off of last year's data, an estimated 1,380 patrons will click on RV or Campsite purchase links and see your exclusive advertisement. - \$3,864 value

Retail Drive/Coupon: Once a RV or Campsite ticket is purchased, all patrons must print their ticket, which will have 1/3 page of the standard 8.5"X11" sheet for Your Company's use, which may include coupon redemptions or specified ads. - \$1,080 value

On-Site Branding: Your Company may provide banners/signage near entrance and exit of RV section. Your Company may also provide goodie bags upon RV check-in with a representative from Your Company. - \$3,000 value

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Jumbotron: 20 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 20) - \$500 value

Festival Amenities: 30 tickets, 6 VIP/Backstage Passes, 6 T-Shirts, and 1 VIP Parking Pass. - \$4,370 value

Total RV/Campsite Ticket Sponsor Value: \$17,314

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 Tickets and Packages, (2) all ticket links from websites including www.outlawsandlegends.com and Facebook ticketing. Your company is estimated to attain more than 1,500,000 in direct impressions. (These have sold out in all four of the previous years. Includes 35 packages and 600 patrons).

Direct Advertising: Based off of last year's data, an estimated 980 patrons will click on Tailgate Package purchase links and see your exclusive advertisement. - \$2,156 value

Retail Drive/Coupon: Once a Tailgate Party Package or Music Row Package is purchased, all patrons must print their ticket, which will have 1/3 page of the standard 8.5"x11" sheet for (Your Company's) use, which may include coupon redemptions or specified ads - \$1,080 value

On-Site Branding: Your Company may provide banners/signage around tailgate section (perimeter of event area/visible to all general admission). (Your Company) may additionally provide goodie bags to Tailgate patrons upon check-in with a representative from Your Company. - \$3,000 value

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Jumbotron: 20 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 20) - \$500 value

Festival Amenities: 20 tickets, 4 VIP/Backstage Passes, 4 T-Shirts, and 1 VIP Parking Pass. - \$2,980 value

Total Tailgate Ticket Sponsor Value: \$14,216



WRISTBAND SPONSORSHIPS

GENERAL WRISTBAND SPONSOR: \$5,000 (1 available)

Advertising: Company Name/Logo included on:

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Wristband Advertising: Company name/logo exclusively on 85,000 general admission cloth wristbands. - \$8,500 value

Jumbotron: 20 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 20) - \$500 value

Festival Amenities: 20 tickets, 4 VIP/Backstage Passes, 4 T-Shirts, 1 VIP Parking Pass. - \$3,300 value

Total General Wristband Sponsor Value: \$16,800

VIP WRISTBAND SPONSOR: \$3,500 (1 available)

Advertising: Company Name/Logo included on:

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Wristband Advertising: Company name/logo exclusively on 500 VIP admission cloth wristbands. - \$5,500 value

Jumbotron: 20 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 20) - \$500 value

Festival Amenities: 14 tickets, 4 VIP/Backstage Passes, 4 T-Shirts. - \$2,390 value

Total VIP Wristband Sponsor Value: \$12,765

COOLER BAND SPONSOR: \$3,500 (1 available)

Advertising: Company Name/Logo included on:

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Jumbotron: 20 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 20) - \$500 value

Exclusive Cooler Advertising: Your Company name/logo placed exclusively on all cooler bands. (Estimated 3,500 to be banded.) - \$3,500 value

Festival Amenities: 14 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$1,650 value

Total Cooler Band Sponsor Value: \$10,025

PRE-FESTIVAL SPONSORSHIPS

SONGWRITER COMPETITION SPONSOR: \$2,500

(7 available: 1-Abilene, 1-San Angelo, 1-Lubbock, 1-Midland, 1-Hill Country, 1-Fort Worth, 1-Oklahoma)

Advertising: Company Name/Logo included in specific market as:

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Jumbotron: 10 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 10) - \$250 value

Exclusive Radio Advertising:

Radio: A minimum of 250 total 30 sec. radio spots on 2 (min) major radio stations in your specific market with verbal mention as "(Your Company) presents the Outlaws & Legends Singer/Songwriter Competition" (ave. \$20 ps X 250) - \$5,000 value

Festival Amenities: 14 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$1,650 value

Total Songwriter Competition Sponsor Value: \$11,400

LIVE REMOTE SPONSOR: \$2,500 (4 available)

Advertising: Company Name/Logo included as:

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Jumbotron: 15 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 15) - \$375 value

Exclusive Radio and TV Advertising: One (1) live radio remote with local radio station at your company. Radio and websites will direct pre-sale ticket purchasers to your place of business for their only chance to get wristbands at a physical location prior to the festival. A minimum of 40 total 30 sec. radio spots on 2 major radio stations in the Big Country will verbally mention your company as "(Your Company) is the exclusive Outlaws & Legends pre-sale ticket location." Additionally, tickets will be sold at a discounted price. (live remote ave. 1 X \$1,000 + radio ads \$20 ps X 40) - \$1,800 value

Festival Amenities: 14 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$1,650 value

Total Live Remote Sponsor Value: \$8,130

FESTIVAL GEAR HEADQUARTERS SPONSOR: \$2,500 (1 available)

Advertising: Company Name/Logo included as:

TV: A minimum of 1,400 total 15 sec. local news/cable TV spots aired in Texas with company logo and verbal mention directing patrons to your company for early merchandising deals. (ave. \$25 X 1,400). - \$35,000 value

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Jumbotron: 15 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 15) - \$375 value

Exclusive Merchandising: From December 15, 2014 until March 25, 2015, official Outlaws & Legends merchandise will be stocked inside (Your Company) and media sources will direct patrons exclusively to (Your Company) to purchase merchandise prior to the festival. - \$2,500

Festival Amenities: 14 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$1,650 value

Total Festival Gear Headquarters Sponsor Value: \$44,025

BILLBOARD MEDIA SPONSOR: \$2,000 (6 available)

Advertising: Company Name/Logo included as:

Print Media: Company name/logo to appear on websites and t-shirts. - \$4,500 value

Jumbotron: 15 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 15) - \$375 value

Exclusive Billboard Advertising: One (1), 3-month billboard with (Your Company) name/logo as "Outlaws & Legends Music Festival, brought to you in part by (Your Company.)" - \$3,600 value

Festival Amenities: 10 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$1,390 value

Total Headliner Artist Sponsor Value: \$9,865

ARTIST SPONSORSHIPS

HEADLINER ARTIST SPONSOR: \$1,500 (2 available)

Advertising: Company Name/Logo included as:

Websites: Alongside headliner name as "(X Company) presents (X Artist)" - \$750 value

Introduction: Company name mentioned as "(X Company) presents (X Headliner)" with a member/spokesperson from your company - \$1,200 value

Festival Amenities: 10 tickets, 2 VIP/Backstage Passes, 2 T-Shirts, 1 VIP Parking Pass. - \$1,140 value

Total Headliner Artist Sponsor Value: \$3,090

ARTIST SPONSOR: \$750 (28 available)

Advertising: Company Name/Logo included as:

Websites: Alongside headliner name as "(X Company) presents (X Artist)" - \$500 value

Introduction: Company name mentioned as "(X Company) presents (X Headliner)" with a member/spokesperson from your company - \$750 value

Festival Amenities: 8 tickets, 2 VIP/Backstage Passes, 2 T-Shirts, 1 VIP Parking Pass. - \$1,020 value

Total Title Sponsor Value: \$2,270

VIP BOX SUITE PACKAGES

Presidential Floor Suite: \$8,000 (3 available)

Advertising: Your company is allowed to brand/decorate a personal (1) 16ft X 16ft box, (2) 16ft X 10ft box, or (3) 16ft X 15ft box suite to Your Company's desires within the space permitted within the premier event area. Banners not to exceed 4ft height from ground level. Presidential Floor Suites include a wrap-around booth, security gate, ceiling, mini-fridge, and electrical. (Your Company) is to provide your own décor, tables, chairs (if preferred/in addition to the built-in booth), banners, etc. Access to begin styling and decorating suite may begin March 1, 2015. Access into the Presidential Floor Suite is strictly private and will have special access bands. - \$3,500 value

VIP Amenities: 14 Presidential Floor Suite Tickets (with access to the main VIP area as well), 14 T-Shirts, 4 VIP Parking Passes. - \$8,080 value

Total Presidential Floor Suite Value: \$11,580

Private Skybox Suite: \$7,500 (4 available)

Advertising: Your company is allowed to brand/decorate a personal 8ft X 14 ft box suite to (Your Company's) own desires within the space permitted including the crowd-facing 4ft X 8ft railed area. (Your Company) is to provide your own décor, tables, chairs, banners. Access into the Skybox Section is strictly private and will have special access bands. - \$3,300 value

VIP Amenities: 12 Private Skybox Tickets, (with access to the main VIP area as well), 12 T-Shirts, 3 VIP Parking Passes. - \$6,840 value

Total Skybox Suite Value: \$9,840

VIP Luxury Access Table: \$5,000 (2 available)

VIP Amenities: 16 VIP/Backstage Passes at a private, reserved VIP table (provided) on the upper deck of the event center, 16 T-Shirts, 4 VIP Parking Passes.

Total VIP Luxury Access Table Value: \$9,120

RESERVED RV SECTION PACKAGES

Reserved VIP RV Section *(new)*: \$7,500 (1 available)

Advertising: Your company is allowed to exclusively brand/decorate a large, reserved RV section in the VIP parking section, consisting of one, (1) 100ft X 40ft space. RVs, vehicles, banners, signage and marketing materials must be contained within the specified area and provided by (Your Company). Multiple RVs/vehicles passes are included in this space at no additional charge. Access to begin set-up, styling and decorating your RV Section may begin Thursday, March 31, 2016 at 12:00p.m. Access within your Reserved RV Section is strictly private. - \$7,000 value

VIP Amenities: 10 VIP/All-Access Tickets, Complimentary VIP RV/Vehicle Passes (per space requirements).
- \$6,200 value

Total Reserved VIP RV Section Value: \$13,200

Reserved RV Section *(new)*: \$5,000 (3 available)

Advertising: Your company is allowed to exclusively brand/decorate a large, reserved RV section on the first row of the RV area, consisting of one, (1) 100ft X 40ft space directly behind the tailgates/event area. RVs, vehicles, banners, signage and marketing materials must be contained within the specified area and provided by (Your Company). Multiple RVs/vehicles passes are included in this space at no additional charge. Access to begin set-up, styling and decorating your RV Section may begin Thursday, March 31, 2016 at 12:00p.m. Access within your Reserved RV Section is strictly private. - \$5,000 value

VIP Amenities: 10 General Admission Tickets, Multiple Complimentary RV/Vehicle Passes (per space requirements). - \$1,500 value

Total Reserved RV Section Value: \$6,500

BUSINESS PACKAGES

PREMIER BUSINESS PACKAGE: \$4,000 (10 available)

Advertising: Company Name/Logo included as:

Jumbotron: 50 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 50) - \$1,250 value

Print Media: Small company name/logo to appear on websites and t-shirts. - \$750 value

Festival Amenities: 30 tickets, 8 VIP/Backstage Passes, 4 T-Shirts. - \$4,830 value

Total Premier Business Package Value: \$7,080

LEGENDS BUSINESS PACKAGE: \$3,000 (10 available)

Advertising: Company Name/Logo included as:

Jumbotron: 40 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 40) - \$1,000 value

Print Media: Small company name/logo to appear on websites and t-shirts. - \$750 value

Festival Amenities: 20 tickets, 4 VIP/Backstage Passes, 4 T-Shirts. - \$2,780 value

Total Legends Business Package Value: \$4,530

OUTLAWS BUSINESS PACKAGE: \$2,000 (10 available)

Advertising: Company Name/Logo included as:

Jumbotron: 20 total 15 sec. Jumbotron advertisements during the festival. (avg. \$25 ps X 20) - \$500 value

Print Media: Small company name/logo to appear on websites and t-shirts. - \$750 value

Festival Amenities: 10 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$1,390 value

Total Outlaws Business Package Value: \$2,640

*****Real-dollar cost or public sale values used when applicable on all calculations above. This does not include the significant advertising values associated with any syndication over major markets if applicable per sponsor package.*****

We make every stride to ensure you have the highest real-dollar return on your investment. Your support and generosity of Outlaws & Legends Music Festival and Ben Richey Boys Ranch is greatly realized and appreciated!

OUTLAWS & LEGENDS 2015 SPONSORSHIP FORM

Company/Organization: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-Mail: _____

MAJOR FESTIVAL SPONSORSHIPS

- ___ **Stage Sponsor** (Limit 1) \$35,000
- ___ **Upper Deck Hospitality Sponsor** (Limit 1) \$20,000
- ___ **Level 1 Hospitality Sponsor** (Limit 1) \$20,000
- ___ **Title Sponsor** (Limit 2) \$15,000
- ___ **Skybox Hospitality Sponsor** (Limit 1) \$10,000
- ___ **Meet & Greet Sponsor** (Limit 1) \$7,500
- ___ **Dance Floor Sponsor** (Limit 1) \$7,500
- ___ **Event Sponsor** (Limit 4) \$5,000

TICKET SPONSORSHIPS

- ___ **General Admission Ticket Sponsor** (Limit 1) \$10,000
- ___ **RV/Campsite Ticket Sponsor** (Limit 1) \$6,000
- ___ **Tailgate Ticket Sponsor** (Limit 1) \$4,000

WRISTBAND SPONSORSHIPS

- ___ **General Wristband Sponsor** (Limit 1) \$5,000
- ___ **VIP Wristband Sponsor** (Limit 1) \$3,500
- ___ **Cooler Band Sponsor** (Limit 1) \$3,000

PRE-FESTIVAL SPONSORSHIPS

- ___ **Songwriter Competition Sponsor** (Limit 7) \$2,500

- ___ **Live Remote Sponsor** (Limit 4) \$2,500
- ___ **Festival Gear Headquarters Sponsor** (Limit 1) \$2,500
- ___ **Billboard Media Sponsor** (Limit 6) \$2,000

ARTIST SPONSORSHIPS

- ___ **Headliner Artist Sponsor** (Limit 2) \$1,500
- ___ **Artist Sponsor** (Limit 20) \$750

VIP BOX SUITE OPTIONS

- ___ **Presidential Floor Suite** (Limit 3) \$8,000
- ___ **Private Skybox Suite** (Limit 5) \$7,500
- ___ **VIP Luxury Access Table** (Limit 2) \$5,000

RESERVED RV SECTION PACKAGES

- ___ **Reserved VIP RV Section** (Limit 1) \$7,500
- ___ **Reserved RV Section** (Limit 3) \$5,000

BUSINESS PACKAGES

- ___ **Premier Business Package** (Limit 10) \$4,000
- ___ **Legends Business Package** (Limit 10) \$3,000
- ___ **Outlaws Business Package** (Limit 10) \$2,000

Terms & Conditions:

Sponsor agrees to return this signed and completed sponsorship catalog, artwork, and payment as soon as it is possible but **NO LATER THAN DECEMBER 1, 2015**. Any sponsorship information received later than this date may result in sponsor amenities to be less than described above. Outlaws & Legends Music Festival agrees to provide the advertising as indicated on this order form in the 2015 Outlaws & Legends Sponsorship Catalog, which is part of this contract. Advertiser will supply Outlaws & Legends Music Festival with high-resolution artwork at a minimum 300 DPI/133 or 150 Line Screen Color CMYK or RGB by December 1, 2015. All changes, additions or deletions will not be considered, agreed to, or binding to the other party unless such modifications have been either initialed or approved in writing by both parties.

Outlaws & Legends Music Festival or Backporch Productions, LLC shall have no liability for failure to execute this advertising contract or event because of governmental restrictions, acts of God, accidents, fires, internet outages, inclement weather or any other cause beyond Outlaws & Legends Music Festival or Backporch Productions, LLC control that would affect production or distribution.

Materials and full payment must be received by December 1, 2015. Cancellations or refunds will not be accepted.

The signing of this order indicates acceptance and shall not be modified except in writing and signed by both parties.

Signature: _____ Date: _____

Printed Name: _____

For Outlaws & Legends Music Festival:

Total Amount Enclosed: _____

CHECKS MUST BE MADE PAYABLE AND SENT TO:

Backporch Productions, LLC
4318 La Hacienda Dr.
Abilene, TX 79602