9TH ANNUAL
OUTLAWS & Legends
MARCH 22-23, 2019
2011 - 2019
The Biggest 1-Stage Event in TEXAS!
2019 SPONSORSHIP CATALOG
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Dear Sponsor,

It is hard to believe we will soon be celebrating our ninth year of Outlaws & Legends Music Festival. For us at The Back Porch of Texas, we are humbled that the festival has been named "Top Five Festivals of The Year in Texas" for six years. We are also blown away that the festival hit our capacity of ten thousand patrons in just its eighth year.

We take immense pride in making sure your sponsorship return is second to none, and that we offer the most outstanding hospitality to you and your guests. Additionally, we believe in reciprocating the loyal support of your business because of your support of ours.

In this catalog you will find details on various sponsorship packages and how each reproduce a higher return on your investment. We anxiously look forward to working with you and hope you become a part of our community that is building this Texas landmark event.

Sincerely.

Mark Powell

OVERVIEW

Backporch Productions, LLC will be hosting the 9th Annual Outlaws & Legends Music Festival on March 22-23 of 2019, with early RV parking on March 21st, at The Back Porch of Texas. This will be the 7th consecutive year that Ben Richey Boys Ranch and Family Program will be the recipient of ticket proceeds from the event.

AWARDS & SUCCESSES

- Top 5 "Festival of the Year", by Texas Regional Radio Music Awards (2012-2018)
- Largest Attended Inaugural Texas Music Event (2011)
- Most Country Music Acts on One Stage in Two Days (2011-2018)
- 1st Festival in Texas to Receive National Syndication, by Texas Roadhuse Live (2012)
- Community Awareness Award by Abilene Convention and Visitors Bureau (2012)
- "Hats Off to Tourism" Award, by Abilene Convention and Visitors Bureau (2014)
- "Top 12 Festivals to Get Excited For", by The Culture Trip (2016)

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 2018

MERLE HAGGARD
JERRY JEFF WALKER
ROBERT EARL KEEN
MARK CHESNUTT
CODY JOHNSON
DEANA CARTER
RYAN BINGHAM
WADE BOWEN
COODER GRAW
ROGER CREAGER
CHARLIE ROBISON
DEAN DILLON
ZANE WILLIAMS
CHRIS KNIGHT
JOHNNY BUSH
TRENT WILLMON
NED LEDOUX
WALT WILKINS
JERROD MEDULLA
TEXAS JAMM BAND
BLEU EDMONDSON
RANDALL KING
AUGIE MEYERS
NO DRY COUNTY

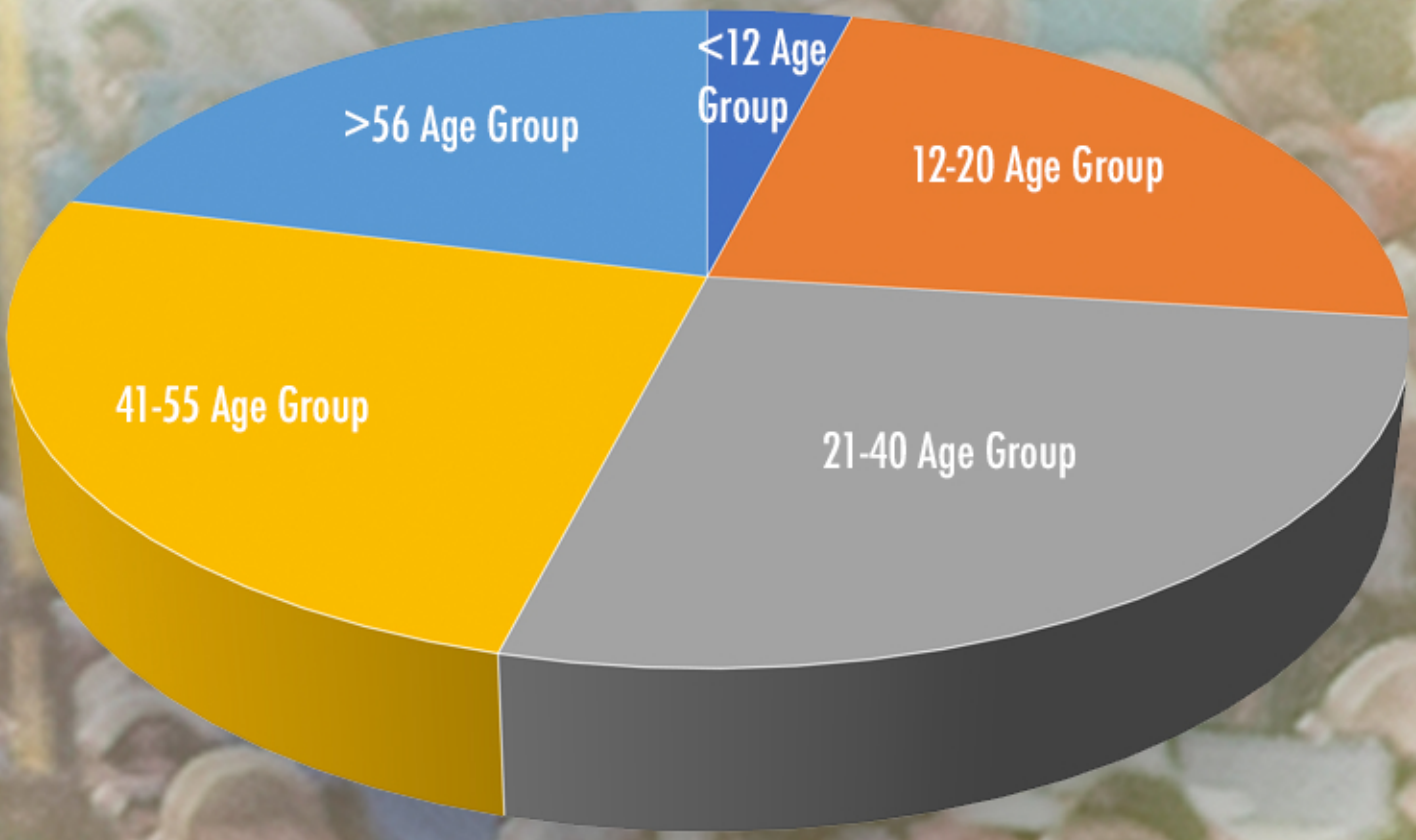
DWIGHT YOAKAM
MARSHALL TUCKER BAND
PAT GREEN
RANDY ROGERS BAND
LEON RUSSELL
RECKLESS KELLY
STONEY LARUE
CORY MORROW
GARY P. NUNN
LEE ROY PARNELL
JOE ELY
BILLY JOE SHAVER
JOSH WARD
PHIL HAMILTON
MIKE MCCLURE
ELEVEN HUNDRED SPRINGS
JESSE RAUB JR.
THE DAMN QUAILS
LARRY JOE TAYLOR
MARK MCKINNEY
ERICA PERRY HAMILTON
BRANDON JENKINS
RANDY BROWN
THOM SHEPHERD
JASON ROBERTS

CHARLIE DANIELS BAND
LEE ANN WOMACK
JAMEY JOHNSON
KEVIN FOWLER
DAVID ALLAN COE
CODY JINKS
RAY WYLIE HUBBARD
JASON BOLAND
MARK POWELL
WHISKEY MEYERS
KOE WETZEL
SUNNY SWEENEY
THE BURRITO BROTHERS
JAMIE RICHARDS
TOMMY ALVERSON
KYLE PARK
FLATLAND CAVALRY
MAX STALLING
JASON EADY
TWO TONS OF STEEL
CHARLIE SHAFTER
DALLAS WAYNE
BLUE WATER HIGHWAY
SARAH HOBBS
JAMES COOK

...and many others

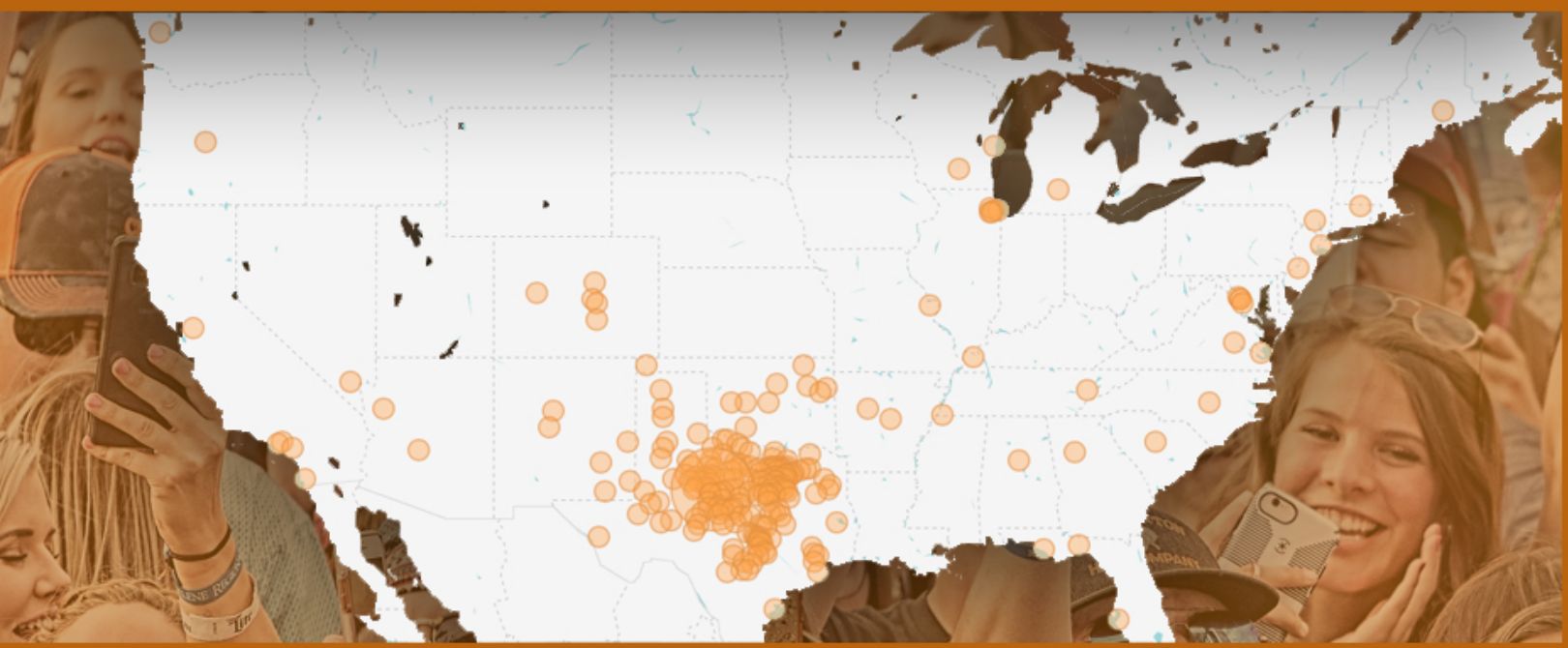
ATTENDANCE BY AGE

We are proud to report broad age demographics year over year. Where other festivals primarily cater to one age group sector, our age groups are ballanced. The heaviest age demographic is 21-40, with 28%. The 12-20 age group (23%), 41-55 age group (25%) and over 56 (21%), are slightly lower. Though this festival is open to all ages, only 4% consists of patrons under 12.



FESTIVAL ATTENDANCE

Below is our 2018 Geographical Demographics from attendees. Patrons last year came from 28 states and 5 countries. Since the festival's existence, 50 states and 9 countries have attended.



ATTENDANCE GROWTH

- 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.

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: 42,135
-Eventbrite: 32,798
Facebook: 21,276
-Twitter: 612
-Instagram: 1,045

IMPRESSIONS Total Estimated Print, Television, Web and Social Media Through 2018: **1,030,580,000**

SITE MAP GROUNDS

SITE MAP VIP

RAMP TO STAGE
UPSTAIRS TO UPPER DECK
STAGE
DRUM RISER
KITCHEN/LOUNGE
LEVEL 1 PAVILLION
OFFICE
STAGE BARRICADE
UPSTAIRS TO SKYBOXES
RESERVED SUITE
BACK PORCH OF TEXAS
LOWER LEVEL
PRESIDENTIAL PATIO TABLES
RESERVED SUITE
WOMEN'S RESTROOM
RESERVED SUITE
MEN'S RESTROOM
BACK PORCH OF TEXAS
UPPER LEVEL
BALCONY
FIREPLACE
UPPER DECK HOSPITALITY
VIP LUXURY ACCESS TABLES
PRIVATE SKYBOX
PRIVATE SKYBOX
PRIVATE SKYBOX
PRIVATE SKYBOX
SKYBOXES
STAGE SPONSOR
UPPER DECK HOSPITATLITY SPONSOR
VIP LUXURY ACCESS TABLES
LEVEL 1 PAVILLION SPONSOR
PRESIDENTIAL PATIO TABLES
SKYBOX SPONSOR
PRIVATE SKYBOXES

MAJOR SPONSORSHIPS

LEVEL 1 PAVILLION SPONSOR: $20,000 (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 4,200 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: $20 per spin X 4,200) = **$84,000 value**

TV: A minimum of 5,000 total 30 sec. local/cable TV spots aired in Texas with company logo. (ave. $60 per commercial X 5,000) = **$300,000 value**

Print Media: YOUR COMPANY name/logo to appear on 3,500 flyers, all press releases, website, t-shirts = **$6,500 value**

Jumbotron: 60 total, 15 sec. jumbotron advertisements during the festival. (ave. $25 per ad X 60) = **$1,500 value**

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) = **$9,000 value**

FESTIVAL AMENITIES: 70 tickets, 20 VIP/Backstage Passes, 20 T-Shirts, 10 VIP Parking Passes, and 1 guitar signed by all artists = **$16,450 value**

TOTAL LEVEL 1 PAVILLION SPONSOR VALUE: $417,450

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: YOUR COMPANY name/logo to appear on 3,500 flyers, all press releases, website, t-shirts = **$6,500 value**

Jumbotron: 60 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 60) = **$1,500 value**

FESTIVAL AMENITIES: 50 tickets, 16 VIP/Backstage Passes, 16 T-Shirts, 6 VIP Parking Passes, and 1 framed poster signed by all artists = **$11,370 value**

TOTAL SKYBOX HOSPITALITY SPONSOR VALUE: $24,370

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

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

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$4,500 value**

Jumbotron: 30 total, 15 sec. jumbotron advertisements during the festival. (ave. $25 per ad X 30) = **$750 value**

ON-SITE MEET & GREET SPACE: 100' X 20' tent space in VIP area with exclusive access to participating artists and VIP patrons. YOUR COMPANY has EXCLUSIVE rights to branding, advertising and vendorship within the space = **$5,000 value**

FESTIVAL AMENITIES: 30 tickets, 8 VIP/Backstage Passes, 8 T-Shirts, and 4 VIP Parking Passes = **$5,310 value**

TOTAL MEET & GREET SPONSOR VALUE: $15,560

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

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

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$4,500 value**

Jumbotron: 30 total, 15 sec. jumbotron advertisements during the festival. (ave. $25 per ad X 30) = **$750 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 = **$7,000 value**

FESTIVAL AMENITIES: 30 tickets, 6 VIP/Backstage Passes, 6 T-Shirts, and 2 VIP Parking Passes = **$5,310 value**

TOTAL DANCE FLOOR SPONSOR VALUE: $17,560

MAJOR SPONSORSHIPS

STAGE SPONSOR: $35,000 (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 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. (ave. cost: $20 per spin X 4,200) = **$84,000 value**

TV: A minimum of 5,000 total 30 sec. local/cable TV spots aired in Texas with company logo and verbal mention. (ave. $60 per commercial X 5,000) = **$300,000 value**

Print Media: YOUR COMPANY name/logo to appear on 3,500 flyers, all press releases, website, t-shirts = **$6,500 value**

Jumbotron: 80 total, 15 sec. jumbotron advertisements during the festival. (ave. $25 per ad X 80) = **$2,000 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, 20' X 3' horizontal right stage footer
1, 25' X 3' horizontal left stage footer = **$7,500 value**

FESTIVAL AMENITIES: 80 tickets, 32 VIP/Backstage Passes, 32 T-Shirts, 10 VIP Parking Passes, and 1 guitar signed by all artists = **$20,540 value**

TOTAL STAGE SPONSOR VALUE: $420,540

UPPER DECK HOSPITALITY SPONSOR: $20,000 (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 4,200 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: $20 per spin X 4,200) = **$84,000 value**

TV: A minimum of 5,000 total 30 sec. local/cable TV spots aired in Texas with company logo. (ave. $60 per commercial X 5,000) = **$300,000 value**

Print Media: YOUR COMPANY name/logo to appear on 3,500 flyers, all press releases, website, t-shirts = **$6,500 value**

Jumbotron: 60 total, 15 sec. jumbotron advertisements during the festival. (ave. $25 per ad X 60) = **$1,500 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) = **$9,000 value**

FESTIVAL AMENITIES: 70 tickets, 20 VIP/Backstage Passes, 20 T-Shirts, 10 VIP Parking Passes, and 1 guitar signed by all artists = **$16,450 value**

TOTAL UPPER DECK HOSPITALITY SPONSOR VALUE: $417,450

TICKET SPONSORSHIPS

GENERAL ADMISSION TICKET SPONSOR: $10,000 (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 general admission tickets, (2) all ticket links from websites including: www.outlawsandlegends.com and Facebook ticketing. YOUR COMPANY is estimated to attain more than 4,600,000 direct impressions.

- **Direct Advertising:** Based off of last year's data, an estimated 62,800 patrons will click on YOUR COMPANY's advertisement = **$62,800 value**
- **Retail Drive/Coupon:** Each ticket will include physical advertising/redemption (est. 10,000) = **$10,000 value**
- **Print Media:** YOUR COMPANY name/logo to appear on website and t-shirts = **$4,500 value**
- **Jumbotron:** 40 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 40) = **$1,000 value**

FESTIVAL AMENITIES: 40 tickets, 10 VIP/Backstage Passes, 10 T-Shirts, 4 VIP Parking Passes, and 1 guitar signed by all artists = **$8,600 value**

TOTAL GENERAL ADMISSION TICKET SPONSOR VALUE: $86,900

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 2,400,000 direct impressions.

- **Direct Advertising:** Based off of last year's data, an estimated 2,900 patrons will click on YOUR COMPANY's advertisement = **$2,900 value**
- **Retail Drive/Coupon:** Each ticket will include physical advertising/redemption (est. 350-450) = **$350 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 = **$4,500 value**
- **Jumbotron:** 20 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 20) = **$500 value**

FESTIVAL AMENITIES: 30 tickets, 6 VIP/Backstage Passes, 6 T-Shirts, and 1 VIP Parking Passes = **$4,370 value**

TOTAL RV/CAMPSITE SPONSOR VALUE: $15,620

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 1,702,000 direct impressions. (These have sold out in all 7 of the previous years. Includes 42 packages and 730 patrons.)

- **Direct Advertising:** Based off of last year's data, an estimated 3,300 patrons will click on YOUR COMPANY's advertisement = **$3,300 value**
- **Retail Drive/Coupon:** Each ticket will include physical advertising/redemption (est. 730) = **$730 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 = **$4,500 value**
- **Jumbotron:** 20 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 20) = **$500 value**

FESTIVAL AMENITIES: 20 tickets, 4 VIP/Backstage Passes, 4 T-Shirts, and 1 VIP Parking Passes = **$2,980 value**

TOTAL TAILGATE TICKET SPONSOR VALUE: $15,010

WRISTBAND SPONSORSHIPS

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

ADVERTISING: Company Name/Logo included on:

General Admission Wristbands: EXCLUSIVE branding on all 10,000 printed general patron wristbands = **$10,000**

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$4,500 value**

Jumbotron: 20 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 20) = **$500 value**

FESTIVAL AMENITIES: 20 tickets, 4 VIP/Backstage Passes, 4 T-Shirts, and 1 VIP Parking Passes = **$2,880 value**

TOTAL TAILGATE TICKET SPONSOR VALUE: $17,880

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

ADVERTISING: Company Name/Logo included on:

VIP Wristbands: EXCLUSIVE branding on all 500 printed VIP patron wristbands = **$500**

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$4,500 value**

Jumbotron: 20 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 20) = **$500 value**

FESTIVAL AMENITIES: 14 tickets, 4 VIP/Backstage Passes, 4 T-Shirts, and 1 VIP Parking Passes = **$2,490 value**

TOTAL TAILGATE TICKET SPONSOR VALUE: $7,990

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

ADVERTISING: Company Name/Logo included on:

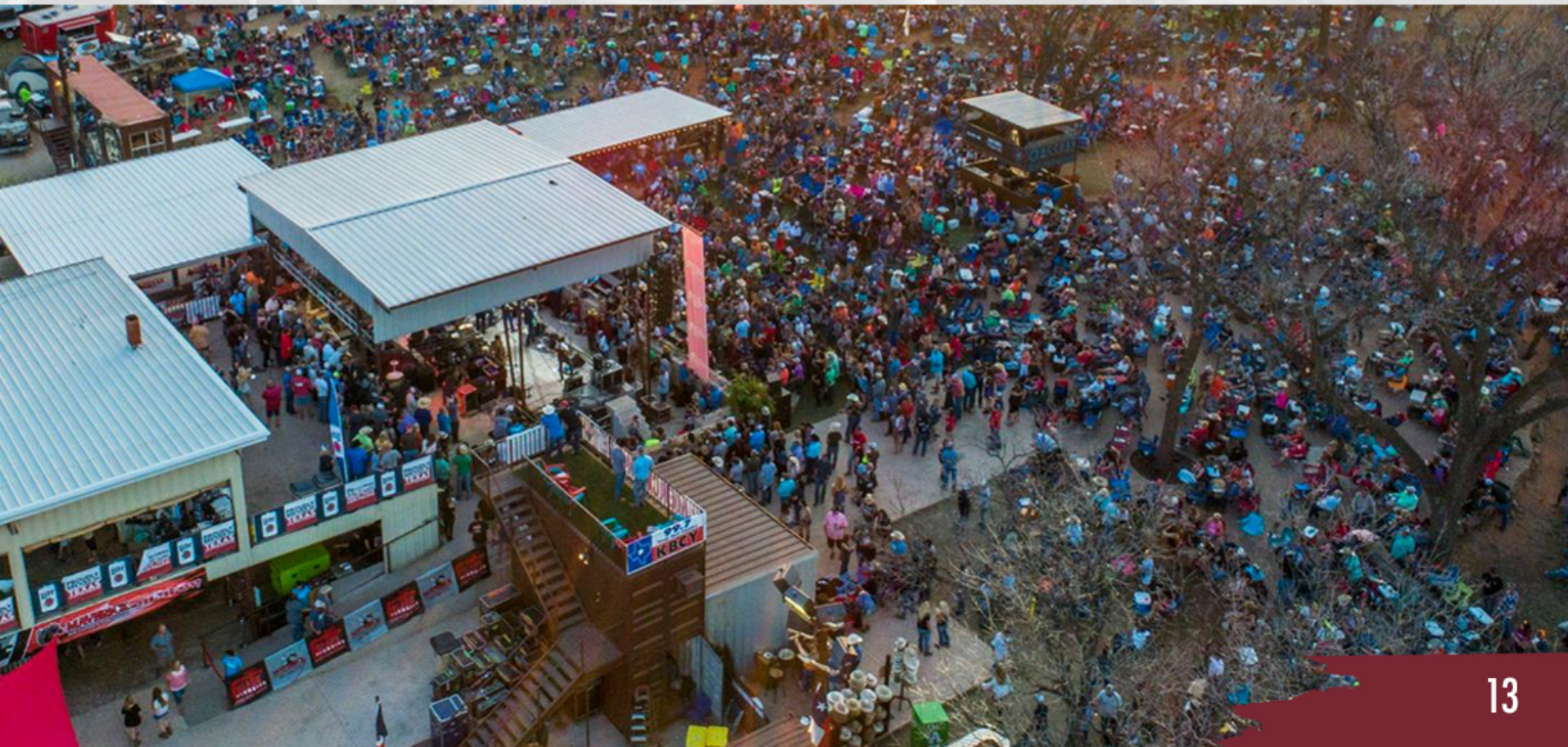
Cooler Bands: EXCLUSIVE branding on all 3,500 printed cooler bands = **$3,500**

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$4,500 value**

Jumbotron: 20 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 20) = **$500 value**

FESTIVAL AMENITIES: 14 tickets, 2 VIP/Backstage Passes, 2 T-Shirts, and 1 VIP Parking Passes = **$1,750 value**

TOTAL TAILGATE TICKET SPONSOR VALUE: $10,250



PRE-FESTIVAL SPONSORSHIPS

EVENT SPONSOR: $5,000 (4 available)

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

Print Media: YOUR COMPANY name/logo to appear on 3,5000 flyers, all press announcements, website and t-shirts = **$6,500 value**

Jumbotron: 30 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 30) = **$750 value**

FESTIVAL AMENITIES: 30 tickets, 8 VIP/Backstage Passes, 8 T-Shirts, and 4 VIP Parking Passes = **$5,310 value**

TOTAL EVENT SPONSOR VALUE: $12,560

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

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

TV: A minimum of 400, 15 sec. television spots with YOUR COMPANY's logo and verbal mention directing patrons to YOUR COMPANY for early festival merchandise. (ave. $25 X 400) = **$10,000 value**

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$4,500 value**

Jumbotron: 15 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 15) = **$375 value**

EXCLUSIVE MERCHANDISING: From December 15, 2017 until March 22,2018, 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 = **$2,500**

FESTIVAL AMENITIES: 14 tickets, 2 VIP/Backstage Passes, 2 T-Shirts, and 1 VIP Parking Passes = **$1,750 value**

TOTAL FESTIVAL GEAR HEADQUARTERS SPONSOR VALUE: $19,125

SONGWRITER COMPETITION SPONSOR: $2,500 (1 available)

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

Print Media: YOUR COMPANY name/logo to appear on website and t-shirts = **$4,500 value**

Jumbotron: 10 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 10) = **$250 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) = **$3,000**

FESTIVAL AMENITIES: 14 tickets, 2 VIP/Backstage Passes, 2 T-Shirts, and 1 VIP Parking Passes = **$1,750 value**

TOTAL SONGWRITER COMPETITION SPONSOR VALUE: $9,500

VIP BOX & TABLE PACKAGES

LEGENDS LOFT: $10,000 (1 available)

ENCLOSED BOX SUITE: YOUR COMPANY will have lock & key access to the new fully-furnished, heat 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. = **$4,000 value**

VIP AMENITIES: 16 VIP/Backstage Passes with additional Legends Loft Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$10,620 value**

TOTAL LEGENDS LOFT VALUE: $14,620

BIRD'S NEST: $8,000 (1 available) NEW

ADVERTISING: YOUR COMPANY is allowed exclusive access to this secured 8′ X 20′ 3rd floor, open-air, suite located immediately stage right. YOUR COMPANY is able to provide your own banners (facing general and VIP admission patrons), decor, and optional/additional seating. The Bird's Net 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 = **$3,500 value**

VIP AMENITIES: 12 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$6,480 value**

TOTAL PRIVATE SKYBOX SUITE VALUE: $9,980

PRIVATE SKYBOX SUITE: $7,000 (4 available)

ADVERTISING: YOUR COMPANY is allowed to brand/decorate a personal, covered and gated 8′ X 14′ box suite in the upperdeck skybox section. YOUR COMPANY is able to provide your own decor, custom tables and chairs, banners, etc. Access to Private Skybox Suites is strictly private and comes with custom company logo access bands. = **$3,000 value**

VIP AMENITIES: 12 VIP/Backstage Passes with additional Private Skybox Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$6,480 value**

TOTAL PRIVATE SKYBOX SUITE VALUE: $9,480

RESERVED VIP RV SECTION: $6,000 (1 available)

ADVERTISING: YOUR COMPANY is allowed to EXCLUSIVELY brand/decorate a large, reserved RV section on the first row of the VIP RV 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) = **$5,500 value**

TOTAL RESERVED VIP RV SECTION VALUE: $10,500

VIP LUXURY ACCESS TABLE: $5,000 (4 available)

VIP AMENITIES: 12 VIP/Backstage Passes at a private, reserved VIP table (provided) on the upper deck, 4 t-shirts, 4 VIP parking passes.

TOTAL VIP LUXURY ACCESS TABLE VALUE: $6,480

PRESIDENTIAL PATIO TABLE: $4,500 (6 available) NEW

ADVERTISING: 8 VIP/Backstage Passes at a private 12ft table in the secure (concreted) patio area; located immediate stage left. YOUR COMPANY is able to provide your own decor/table toppers, additional tables and chairs, banners, etc. Access to your Presidential Patio Table is strictly private and comes with custom company logo access bands. Front tables will be assigned in order of first purchasers. = **$2,000 value**

VIP AMENITIES: 8 VIP/Backstage Passes with additional Presidential Floor Suite Bands, 4 T-Shirts, and 4 VIP Parking Passes = **$4,440 value**

TOTAL PRESIDENTIAL FLOOR SUITE VALUE: $6,440

BUSINESS SPONSOR PACKAGES

PREMIER 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: 50 total, 15 sec. jumbotron advertisements during the festival (ave. $25 per ad X 50) = **$1,250 value**

FESTIVAL AMENITIES: 30 tickets, 8 VIP/Backstage Passes, and 4 VIP Parking Passes = **$5,150 value**

TOTAL PREMIER BUSINESS PACKAGE VALUE: $6,900

LEGENDS BUSINESS PACKAGE: $3,000 (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. $25 per ad X 40) = **$1,000 value**

FESTIVAL AMENITIES: 20 tickets, 4 VIP/Backstage Passes, and 2 VIP Parking Passes = **$2,900 value**

TOTAL LEGENDS BUSINESS PACKAGE VALUE: $4,400

OUTLAWS BUSINESS PACKAGE: $2,000 (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. $25 per ad X 10) = **$250 value**

FESTIVAL AMENITIES: 10 tickets, 2 VIP/Backstage Passes, and 1 VIP Parking Passes = **$1,450 value**

TOTAL LEGENDS BUSINESS PACKAGE VALUE: $2,200

HEADLINER ARTIST SPONSOR: $1,500 (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 = **$800 value**

FESTIVAL AMENITIES: 10 tickets, 2 VIP/Backstage Passes, and 1 VIP Parking Passes = **$1,450 value**

TOTAL HEADLINER ARTIST SPONSOR VALUE: $2,750

ARTIST SPONSOR: $750 (22 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 = **$500 value**

FESTIVAL AMENITIES: 2 tickets, 2 VIP/Backstage Passes, and 1 VIP Parking Passes = **$990 value**

TOTAL HEADLINER ARTIST SPONSOR VALUE: $1,990