2024 SPONSOR PACKAGE OF THIS AMAZING FESTIVAL – MARKET YOUR BRAND TO OUR AUDIENCE!





# **2024 ROCK & BLUES FESTIVAL - SPONSORSHIP LEVELS**

#### **BASIC EVENT SPONSOR \$500**

Maximum of 20 participants. (Includes 'Early Bird' sponsors from 2023)
Basic sponsors logos appear on a large banner inside the Festival Tent
Logo on the Regent Theatre pre-show screen starting Jun. 1, 2024 (exposure ~10k patrons)
Chance to purchase an additional ad in the collectable Festival Guide
4 free tickets for any of the Headliner Acts (4 tickets total)

#### **HEADLINE PERFORMANCE SPONSOR \$1,500**

§ Maximum of 4 sponsors in the category (One for each of the 4 Headliner acts)

§ Logo appears on the corresponding event listing and in all related marketing materials

§ Logo appears prominently on the corresponding event page on the Regent Theatre website

§ Logo appears in the Regent Theatre newsletter to ~20k members on corresponding event

§ Logo on the Regent Theatre pre-show screen starting May 1, 2024 (Exposure ~15,000 patrons)

§ Special discount pricing for an ad in the collectable Festival Guide

§ 4 free tickets to the corresponding Headliner Act plus an additional 2 tickets to any Headliner

#### **TENT SPONSOR \$5,000**

§ Maximum of 1 tent sponsor per festival year

§ Prominent Company Name & Logo banner displayed on the front of the main festival tent throughout the festival with exposure on King. St (Highway # 2)

§ Exhibition space and distribution of company materials at the festival

§ Logo appears in all festival print and digital marketing materials

§ Large logo appears on the Rock & Blues Festival website

§ Logo appears in the Regent Theatre newsletter to ~20k members

§ Logo on the Regent Theatre pre-show screen starting Mar. 1, 2024 (Exposure ~25,000 patrons)

§ Half Page Inclusion in the Collectible Festival Guide (5000 Copies)

§ Special discount pricing for an additional ad in the collectable Festival Guide

§ 4 free tickets for any of the Headliner Acts plus 4 free tickets for upcoming Regent Theatre events

#### **STAGE SPONSOR \$5,000**

🛛 § Maximum of 1 stage sponsor per festival year

§ Company Name & Logo banner placed over the festival stage throughout the event

§ Exhibition space and distribution of company materials at the festival

§ Logo appears in all festival print and digital marketing materials

§ Large logo appears on the Rock & Blues Festival website

§ Logo appears in the Regent Theatre newsletter to ~20k members

§ Logo on the Regent Theatre pre-show screen starting Mar. 1, 2024 (exposure ~25,000 patrons)

§ Half Page Inclusion in the Collectible Festival Guide (5000 Copies)

§ Special discount pricing for an additional ad in the collectable Festival Guide

4 free tickets for any of the Headliner Acts plus 4 free tickets for upcoming Regent Theatre events

#### TITLE SPONSOR \$12,500

§ Maximum of 1 tent sponsor per festival year

§ Prominent Company Name & Logo banner displayed on the front of the main festival tent throughout the festival with exposure on King. St (Highway # 2)

§ Exhibition space and distribution of company materials at the festival

§ Logo appears in all festival print and digital marketing materials

§ Large logo appears on the Rock & Blues Festival website

§ Logo appears in the Regent Theatre newsletter to ~20k members

§ Logo on the Regent Theatre pre-show screen starting Mar. 1, 2024 (Exposure ~25,000 patrons)

§ Full Page Inclusion in the Collectible Festival Guide (5000 Copies)

§ Special discount pricing for an additional ad in the collectable Festival Guide

§ 4 free tickets for any of the Headliner Acts plus 4 free tickets for upcoming Regent Theatre events



# **2024 ROCK & BLUES FESTIVAL - SPONSORSHIP BENEFITS**

2024 DURHAM ROCK & BLUES FESTIVAL SPONSORSHIP BENEFITS	BASIC SPONSOR	HEADLINE SPONSOR	STAGE SPONSOR	TENT SPONSOR	TITLE SPONSOR
Cost of Sponsorship Package Maximum	\$500.00	\$1,500.00	\$5,000.00	\$5,000.00	\$12,500.00
Sponsorships Available	20	4	1	1	1
ON-SITE PUBLICITY - REGENT THEATRE & FESTIVAL TENT					
Logo on Regent Events Preshow Presentation*	Jun 1 - Sep 12	May 1 - Sep 12	Mar 1 - Sep 12	Mar 1 - Sep 12	Mar 1 - Sep 12
*On the Big Screen Before Multiple Regent Events (Audience Exposure)	~10,000 ppl	~15,000 ppl	~25,000 ppl	~25,000 ppl	~25,000 ppl
Logo Included on Single Large Tent Banner	х	Х			
Logo & Information on Company Banner			х	х	х
Distribution of Company Materials at Festival			х	х	х
Company Exhibitor Display inside Festival Tent			х	х	х
Display on Front of Festival Tent with King Street Exposure				х	х
DIGITAL/PRINT PROMOTIONAL INCLUSION					
Small Logo on Festival Website	Х	Х			
Large Logo on Festival Website			х	х	
Prominent Title Logo & Company Info on Website					х
Logo on all Festival printed materials		х	х	х	х
Logo on Social Media for Corresponding Headliner Acts		х			
Logo on Social Media Ads for Main Festival			х	х	х
Half Pg Inclusion in the Collectible Festival Guide (5000 Copies)			Х	х	
Full Pg Inclusion in the Collectible Festival Guide (5000 Copies)					х
Inclusion in Animated Digital Display & Geo Fencing Ads (May-Sep)					х
Special Discount Pricing for Ad in Festival Guide		х	х	х	х
ADDITIONAL BENEFITS					
Tickets to Your Choice of Headliner Act (~\$75 Per Ticket Value)	4	2	4	4	4
Tickets to Your Corresponding Sponsor Headliner Act	-	4	-	-	-
Additional Tickets to Upcoming Regent Events	-	-	4	4	8
Total Complimentary Tickets	4	6	8	8	12



# DURHAM ROCK & BLUES FESTIVAL 2024 - SPONSORSHIP CONTRACT

LEGAL NAME:	
DISPLAY NAME:	
HST #: CONTACT:	
ADDRESS:	
PHONE:	
EMAIL:	

ADDITIONAL DETAILS: SPONSOR	SPONSORSHIP TYPE	COST: HST:
LEVEL + HST		TOTAL:

I CERTIFY THAT ALL INFORMATION ABOVE IS CORRECT AND ACCURATE.

SIGNATURE AND PAYMENT DUE WITH CONTRACT PRIOR TO MAY 15, 2024.

PLEASE MAKE PAYMENT TO: "DURHAM ROCK & BLUES FESTIVAL INC.".

NAME:	
TITLE:	
SIGNATURE:	

Please contact Monique Lea, Main Media Group Inc. at mlea@mainmediagroup.ca or 905-431-4339 for more information.

# 2024 EXHIBITOR PACKAGE AT THIS AMAZING FESTIVAL – MARKET YOUR BRAND TO OUR AUDIENCE!





# OVERVIEW

Welcome to the 2024 Durham Rock & Blues Festival - Three days of outdoor music, street vendors, food/drink, plus headlining acts at the Regent Theatre.

#### **DATE & TIME**

Friday, September 13, 2024 Saturday, September 14, 2024 Sunday, September 15, 2024 3:00pm to 8:00pm 1:00pm to 8:00pm 1:00pm to 8:00pm

#### VENUE

The event will take place outdoors on the Victoria St Parkette, adjacent to the Regent Theatre in Oshawa, Ontario. Both entertainers and guests will be comfortably hosted under a large tent, so the event is guaranteed to proceed rain or shine.

The outdoor portion of the Festival will be free to the public with an anticipated attendance of 2,000 to 3,000 people.

#### **VENDOR BOOTHS**

Each Exhibitor will occupy a space of 10 ft. x 10 ft., located immediately adjacent to the large tent. Vendor's will need to provide their own pop-up 10x10 ft. shelter and provide any necessary furniture. Access to electricity will be provided free of charge by the Regent Theatre when requested by vendors in advance to the event.

#### **PRICING\***

Exhibitor space is sold as a full three-day package only. Food Vendors: \$650.00\* Exhibitor/Merchandise Vendors: \$500.00\*

\*Discount applies to returning vendors. Please request further information

Exhibitors participating in the 2024 festival will have first right of refusal to participate in the 2025 Rock & Blues Festival.



# **DETAILS PAGE 1**

#### CONTRACT

The contract applies to the allotted space only. You must provide your own tent, table and chairs. The only items you are permitted to sell or exhibit are those listed on your contract. A non-refundable full payment is due at contract signing.

#### **FESTIVAL DATE/TIME**

Dates and times are listed in the overview section above, and are subject to change. Additional details will be provided as soon as they are available. Festival organizers maintain the right to make necessary changes as we move closer to the event date.

#### SET-UP

Setup details wil be confirmed closer to the event date. Vendors should expect to begin setup daily at least one hour prior to start times listed above in the overview.

#### ATTENDANCE

Exhibitors are required to be in attendance, and actively operating their booth for the full three days of the festival during posted times. Vendors will not be permitted to start any cleanup or teardown until the posted completion time on the final day (Sunday) of the festival.

#### **FIRE SAFETY**

It is your responsibility to be in full compliance with the local Fire Safety Inspection Guidelines.

#### **EXHIBITOR LICENSE**

Exhibitors are responsible to obtain all permits needed to display and see their goods and services. The Regent Theatre will be assisting with this and will provide further details and pricing as it becomes available. Vendors are responsible for their own HST.

#### INSURANCE

Exhibitors are required to carry Public Liability Insurance in the amount of \$1,000,000 minimum. A Certificate of Insurance must be provided 4 weeks before the start of the event with Durham Rock and Blues Festival Inc. and Regent Theatre at Ontario Tech University listed as additional insured. Vendors agree to indemnify and hold harmless Durham Rock and Blues Festival Inc. and Regent Theatre at Ontario Tech University, for any claims, demands, liabilities, cost, or attorney fees arising from, or in any way connected with, Lessee's concession at the Durham Blues Festival.

#### CANCELLATION

It is mutually understood and agreed that, in the event of fire, windstorm, disaster, act of God, riot, accident, strikes, or any act beyond the control or power of either party, preventing the holding of the Durham Blues Festival in full or part, neither party shall hold the other liable for any damages of any kind.



# **DETAILS PAGE 2**

#### **HEALTH DEPARTMENT**

Exhibitors must ensure that they are storing, handling and preparing food products in accordance with the regulations of the Region of Durham Health Department. Vendors may be subject to inspection in this regard.

#### **TENTS/FURNITURE**

Exhibitors must stay within their allotted space consisting of no more than 10 feet by 10 feet square. Exhibitors must provide their own pop-up tent that is properly weighted to avoid wind damage. Exhibitors must provide their own table, chairs and any additional furniture required to properly display/serve their specific goods or service.

#### **ELECTRICITY**

Access to 120v electrical service will be provided free of charge courtesy of the Regent Theatre. Exhibitors must request this service in advance of the event. The Durham Rock & Blues Festival and Regent Theatre at Ontario Tech University assumes no liability or responsibility for accidents or injuries that occur as a result of this service. All hook-ups will be checked for proper grounding by the festival organizers.

#### WATER SUPPLY

Unfortunately, a water supply will not be available onsite. Vendors must provide their own portable water supply when required.

#### PETS/SMOKING/VAPING

Pets will not be permitted on the festival grounds at any time, with the exception of registered service dogs. Smoking or Vaping is not permitted on Victoria St at any time.

#### TRASH

Trash must be put in garbage bags, tied shut and disposed of daily. All cardboard boxes must be broken down. A location for garbage and recycling will be provided by the Regent Theatre. All food vendors MUST remove and properly dispose of all wastewater and cooking grease at an offsite location.

#### **SECURITY\***

Security monitoring will be provided on a 24-hour basis by the event organizers and the Regent Theatre throughout the festival. Exhibitors will be able to leave large items onsite including tents, tables, chairs, etc. for the full three-day period. We highly recommend that all goods and valuables be removed from the premises at the conclusion of each day.

\*Festival organizers cannot guarantee the safety of your belongings while onsite.



# **2024 EXHIBITOR/VENDOR CONTRACT**

LEGAL NAME:	
HST #:	
CONTACT:	
ADDRESS:	
PHONE:	
EMAIL:	

PRODUCTS	
FOR SALE:	

I CERTIFY THAT ALL INFORMATION ABOVE IS CORRECT AND ACCURATE.

I HAVE READ AND AGREE TO ALL DETAILS IN THE EXHIBITOR/VENDOR INFORMATION DOCUMENT.

I HAVE ATTACHED A CERTIFICATE OF INSURANCE OR WILL PROVIDE A COPY AT LEAST FOUR WEEKS IN ADVANCE OF THE EVENT.

I WILL PROVIDE FULLPAYMENT WITHIN ONE WEEK OF SIGNING THIS DOCUMENT OR THE CONTRACT WILL BE VOID.

PLEASE MAKE CHEQUE PAYABLE TO: DURHAM ROCK & BLUES FESTIVAL INC.

SIGNATURE:			

### AT THE REGENT THEATRE, SEPTEMBER \*12-15, 2024



#### www.durhambluesfestival.ca

# **ABOUT THE FESTIVAL**

The Durham Rock & Blues Festival will take place over four nights/three days from Thursday, September \*12 through Sunday September 15, 2024.

In addition to the free afternoon performances outside, we are also hosting 'headliner' artists in the theatre every evening starting on Thursday, Sep. 12 through to Sunday, Sep. 15, 2024.

The daytime part of the event is FREE to the public starting on September 13, and will take place outdoors on the Victoria St Parkette, adjacent to the Regent Theatre in Oshawa, Ontario.

Multiple bands will be performing along with food vendors and a licensed concession.

Entertainers and guests will be comfortably hosted under a large tent, so the event is guaranteed to proceed rain or shine.

Concession and Vendors are CASH only. No smoking/vaping or pets permitted. Washrooms available in the Regent Theatre Lobby.

# COLLECTIBLE 2024 SHOW GUIDE RATE CARD SEPTEMBER \*12-15, 2024!

### \*PAID INDOOR HEADLINER EVENTS

Thursday, September 12 - 8:00pm CONFIRMING SOON! Friday, September 13 - 8:00pm

EPIC EAGLES

Saturday, September 14 - 8:00pm FANDANGO - TRIBUTE TO ZZ TOP

Sunday, September 15 - 8:00pm ELTON ROHN

### **FREE OUTDOOR EVENTS**

#### Friday, September 13, 3:00pm to 8:00pm

3:30 PM – OPENING CEREMONIES (DOOR PRIZES) 4:00 PM – PENALTY BOX 5:15 PM – TWO FOR THE SHOW 6:30 PM – THE JUNKYARD FLAMINGOS

#### Saturday, September 14, 1:00pm to 8:00pm

1:30 PM – BLUES JUNKIËS 2:45 PM – SOUTHERN GENTLEMEN 4:00 PM – EMERSON IRELAND 5:15 PM – THE NEMONIKS 6:30 PM – MIDNIGHT COUNCIL

#### Sunday, September 15, 1:00pm to 8:00pm

1:30 PM – WILLIAM K. TELL ORCHESTRA 2:45 PM – VOODOO PAWN SHOP 4:00 PM – COLDSHOT 5:15 PM – ANDY EARLE AND THE BANDITS 6:30 PM – MIKE MCKENNA'S TONE ROCKETS

See website to confirm show times and full lineup www.durhamrockandbluesfestival.ca

## VENUE

The entire event will take place indoors (headliner bands - paid tickets) and FREE outdoors on the Victoria Street Parkette, adjacent to the Regent Theatre in Oshawa, Ontario. Both entertainers and guests will be comfortably hosted under a large tent, so the event is guaranteed to proceed rain or shine.

The outdoor portion of the Festival will be free to the public with an anticipated attendance of 2,000 to 3,000 people.

Together with the indoor scheduled paid concert events, we anticipate over 5,000 people this year!!

# **ADVERTISING COSTS**

**Full Page - Cost** Regular Full Page.....\$999

Premium Full Pages - Cost

Outside Back Cover	.\$1299
Inside Front Page 2	\$1199
Page 3	\$1199
Inside Back Page	\$1099
Full Page with bleed document	setup
<b>Trim:</b> 5 3/8" w x 8 3/8" h	
<b>Bleed:</b> 5 7/8" w x 8 7/8" h	
Safe area of image and tex	t:
4 7/8" w x 7.50"h	
Centre Spread	\$2199

Centre spread with bleed document setup

Trim: 10 11/16" w x 8 3/8" h Bleed: 11.25" w x 8 7/8" h Safe area of image and text:

10 1/8" w x 7.50"h

Half Page - Cost Horizontal (4 7/8" w x 3 3/4" h) \$599 Vertical (2 3/8" w x 7.5" h) \$599

**Quarter Page - Cost** Horizontal (4 7/8" w x 1 3/4" h) \$399 Vertical (2 3/8" w x 3 3/4" h) \$399

**Eighth Page - Cost** Horizontal: (2 3/8" w x 1 3/4" h) \$220

All files should be provided in PDF format and on full pages, please provide bleeds and crop marks. Files should be exported to high resolution for magazine. Minimum 300 dpi.

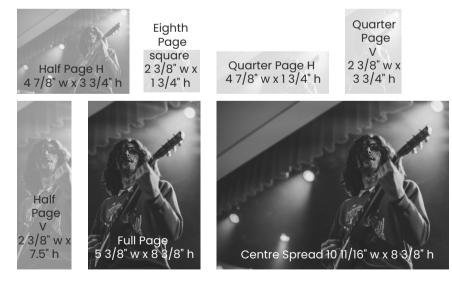


PUBLICATION DATE: September 10, 2024 PRESS RUN: 5,000 DISTRIBUTION: AT THE EVENTS FORMAT: DIGEST SIZE MAGAZINE - SADDLE STICHED

#### **MAGAZINE ADVERTISING DEADLINES:**

Space Reservation Deadline: July 24, 2024 Creatives Material Deadline (If Designed By Main Media Group Inc): July 28 Camera Ready materials: August 7 Ships to print: August 16

### **AD SIZING**



**TERMS:** Payment in advance of order. Please add HST to the above pricing. **All ads in program will be billed by Main Media Group Inc.** (unless ad is part of sponsorship package), In that instance, all invoices will be issued from Durham Rock and Blues Festival. Main Media Group Inc. HST# is 854127919RT0001





### AT THE REGENT THEATRE, SEPTEMBER \*12-15, 2024

# 2024 DURHAM ROCK & BLUES FESTIVAL COLLECTIBLE SHOW GUIDE ADVERTISING CONTRACT MAIN MEDIA GROUP INC.



legal name:	
DISPLAY NAME:	
HST #:	
CONTACT:	
ADDRESS:	
PHONE:	
EMAIL:	

I CERTIFY THAT ALL INFORMATION ABOVE IS CORRECT AND ACCURATE. SIGNATURE AND PAYMENT

DUE WITH CONTRACT PRIOR TO JULY 15, 2024.

PLEASE MAKE PAYMENT TO: "MAIN MEDIA GROUP INC" FOR ADVERTISING PORTION ONLY

NAME:	
TITLE:	
SIGNATURE:	

Please contact Monique Lea, Main Media Group Inc. at mlea@mainmediagroup.ca or at 905-431-4339for more information

**TERMS:** Payment in advance of order. <u>Please add HST to the above pricing.</u> <u>All ads in program</u> <u>will be billed by Main Media Group Inc.</u> unless ad is part of sponsorship package. In that instance, all invoices will be coming from Durham Rock and Blues Festival.