

2024 SPONSOR PACKAGE

OF THIS AMAZING FESTIVAL - MARKET
YOUR BRAND TO OUR AUDIENCE!

DURHAM

ROCK

&
Blues

FESTIVAL





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



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

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	X	X			
Logo & Information on Company Banner			X	X	X
Distribution of Company Materials at Festival			X	X	X
Company Exhibitor Display inside Festival Tent			X	X	X
Display on Front of Festival Tent with King Street Exposure				X	X
DIGITAL/PRINT PROMOTIONAL INCLUSION					
Small Logo on Festival Website	X	X			
Large Logo on Festival Website			X	X	
Prominent Title Logo & Company Info on Website					X
Logo on all Festival printed materials		X	X	X	X
Logo on Social Media for Corresponding Headliner Acts		X			
Logo on Social Media Ads for Main Festival			X	X	X
Half Pg Inclusion in the Collectible Festival Guide (5000 Copies)			X	X	
Full Pg Inclusion in the Collectible Festival Guide (5000 Copies)					X
Inclusion in Animated Digital Display & Geo Fencing Ads (May-Sep)					X
Special Discount Pricing for Ad in Festival Guide		X	X	X	X
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



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

DURHAM ROCK & BLUES FESTIVAL 2024 - SPONSORSHIP CONTRACT

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

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