

SPONSORSHIP OPPORTUNITIES



"WHERE SUMMER BEGINS IN JOHNSON CITY"



JUNE 6-7, 2025 • KING COMMONS



GROOVIN' SINCE 1999

We've heard it over and over: **Blue Plum Festival is where summer begins in Johnson City.** Be a part of the one the area's largest events that celebrates our region's best in **music, arts** and what makes Northeast Tennessee **unique!**

Since 1999, our family-friendly music festival has brought the community together for local music in **downtown Johnson City.**

Blue Plum was started by a group of business-owning friends who loved their downtown. The festival has grown from a small street festival to a **community** favorite that supports local **small businesses.**

Blue Plum welcomes people to downtown and **kicks off the summer** with great music. Featured artists in years' past include Doc Watson, Nickel Creek, The Mavericks, The Steeldrivers, Goose Creek Symphony, Donna the Buffalo, and Devon Gilfillian.

Blue Plum Festival is a **volunteer-led** organization striving to make the festival as accessible to as much of the region as possible. Our corporate sponsors and friends of the festival **support** this goal and keep the festival **free.**



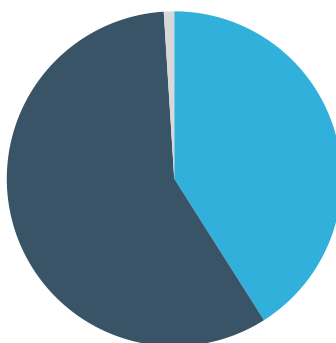
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WHO GOES TO THE FESTIVAL?



18,000+ visitors



58% female • 41% male



2,000 children

Blue Plum Festival truly brings the community together. Each year, so many Johnson City locals join us to kick off summer downtown. We also see a lot of folks from surrounding areas in the region, tourists, students from our local higher education institutions and music festival fanatics.

There's something for everyone at the festival!

Level	# Available	Stage Signage	Entry Signage	Signage at Area	Social Media	On Stage Presence	Back of T-shirts	Festival Signage	On Promo Item	Entry to Sponsor Hospitality Tent (free food and drink)	Free 10' X 10' Vendor Space	Website
Title: \$15,000	1	X	X	X	X	X	x	x		X	X	X
Presenting: \$7,500	1	X	X		X	X	X	X		X	X	X
Main Stage: \$7,500	2	X		X	X	X	X	X		x	x	X
Commerce Stage: \$5,000	2	X			X	X	X	X		X	X	X
Fri. Headliner: \$5,000	1			X	X	X	X	X		X	X	X
Sat. Headliner: \$5,000	1			X	X	x	X	X		X	X	
*Band Sponsor: \$1,000	10			X		X				X	X	
Kids Area: \$5,000	2			X	X		X	X		X	X	
Plum Fun Zone: \$5,000	2			X	X		X	X		X	X	
Selfie Station: \$2,500	1			X	X		X	X		X	X	
Food Court: \$2,500	1			X	X		X	X		x	x	
Vendors Market: \$2,500	1			X	X		X	X		X	X	
Wristband: \$2,500	1							X	X	X	X	
Beer Cups: \$5,000	1							X	X	X	X	
Festival Fan: \$1,000	Unlimited							X		X	X	
ASL Sponsor: \$1,000	1	X				X				X	X	
Toe Tapper: \$500	9							X				

*Each band sponsor will speak to the crowd and introduce the band to the attendees.

Also available: **Friends of the Festival** – For \$25, you'll get a free T-shirt.

BECOME A SPONSOR TODAY
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