



WHERE SUMMER BEGINS IN JOHNSON CITY



JUNE 7-8, 2024

BLUE PLUM FESTIVAL

SPONSORSHIP OPPORTUNITIES

BLUE  PLUM
ORGANIZATION



JOIN US IN CELEBRATING 25 YEARS

Since 1999, our **family-friendly** music festival has brought the community together for **local music** in downtown Johnson City. This year, we celebrate the **25th anniversary** of the Blue Plum Festival! We've heard it over and over: **Blue Plum Festival is where summer begins.** 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!**

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.**

LEARN MORE AT [BLUEPLUM.ORG](https://blueplum.org)

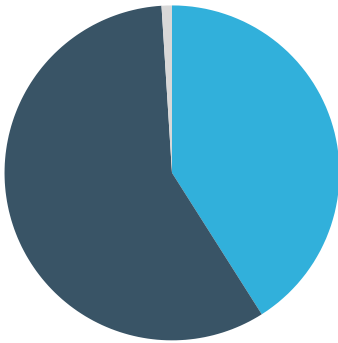
SUPPORT THE FESTIVAL



WHO GOES TO THE FESTIVAL?



18,000+ visitors



58% female • 41% male



1,200 children

HELP US KICK OFF THE SUMMER! EMAIL BLUEPLUMSPONSOR@GMAIL.COM

SPONSORSHIP LEVELS

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 T-shirt	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	
Kids Area: \$5,000	2			X	X		X	X		X		X	
Activity: \$2,500										X		X	
Silent Disco	1			X	X		X	X		X		X	
Selfie Station	1			X	X		X	X		X		X	
Plum Fun Zone	1			X	X		X	X		X		X	
Food Court	1			X	X		X	X		x		x	
Vendors Market	1			X	X		X	X		X		X	
Wristband: \$1,000	2							X	X	X		X	
Cup/Koozie: \$2,500	2							X	X	X		X	
*Band Sponsor: \$1,000	10			X		X				X		X	
Festival Fan: \$1,000	Any							X		X		X	
ASL Sponsor \$1,000	1	X				X				X		X	
Toe Tapper: \$500	9							X					
Friends of the Festival: \$25											X		

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

BE A PART OF
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