

2023 UBF Sponsorship Information



The 7th Annual **Utah Blues Festival (UBF)** is the signature event for the non-profit 501(c)(3), **Utah Blues Society (UBS)**. This is the only festival in Utah dedicated solely to the celebration of blues music and its heritage. The festival showcases top national blues artists with free workshops, vendors, and the best in food & beverages.

Dates: Friday, June 16th and Saturday, June 17th

Times: Friday, 5:00 – 10:00 pm; Saturday, Noon – 10:00 pm

Location: John T. Gallivan Center, 239 S. Main Street, Salt Lake City, UT

Attendance: 4,000 – 6,000 attendees on average over two days

Festival Overview: This two-day, family friendly event (kids 12 and under free), has been awarded one of the City Weekly's "The Best Music Festivals of 2022". Started in 2014 by a handful of volunteers, this annual event has become a local's favorite, as well as a destination festival for blues music lovers from around the nation.

Artists: The 2023 festival line-up features Ruthie Foster, Sugaray Rayford, Danielle Nicole, Mr. Sipp, Thornetta Davis, Altered Five Blues Band, Tony Holiday, Dylan Triplett, Mitch Woods & Club 88 (after fest piano bar) and other special guests.

Workshops: The festival presents free workshops during the festival for children and adults. The Blues Harp Workshop will be held in a ballroom in the adjacent Marriott City Center Hotel, and the first 150 people who register will receive a free Hohner Blues Harp. Additional free workshops are being planned, with details to be announced.

Why become a Sponsor: The Utah Blues Festival depends on support from City, public, and state grants. Additionally, we receive support from private foundations, individuals, and businesses within the community. It's your support that has helped transform this blues festival into one of the top festivals in the country. We hope you will consider this opportunity to sustain our mission and generate exposure for you or your organization.

About the Utah Blues Society: The **Utah Blues Society** is a 501(c)(3) nonprofit corporation with a mission to preserve Blues heritage, celebrate Blues recording and

performance, expand statewide awareness of the Blues and ensure the future of this uniquely American art form. The **Utah Blues Society** is one of over 200 affiliates (national and international) of the National Blues Foundation based in Memphis, Tennessee.

The **Utah Blues Society** supports this programming within the State:

- **Blues in the Schools:** The **UBS** arranges for local and national artists/educators to engage middle school aged students in customizable, (workshops, assemblies, etc.), in a multidisciplinary, (social studies. music, literature) hands-on approach to teach them about the importance of blues heritage/music in American history.
- **Youth Blues Scholarship Program:** We offer scholarship opportunities for qualified young artists, in the instrument of their choice, to attend Blues music/performance camps.
- **Musician Assistance Fund:** Blues artists/families with medical and life altering events/emergencies may apply for financial assistance from **UBS**.
- **Support Emerging Local Artists:** We help emerging Utah artists launch their national careers by sending them to the International Blues Challenge (IBCs) held in Memphis, TN each January.

2023 Utah Blues Festival Sponsor Opportunities:

These are the sponsorship levels available and are fully tax-deductible per IRS regulations. Utah Blues Society Tax ID # [46-5673826](#) SPO

SPONSORSHIP OPPORTUNITIES

2023 UTAH BLUES FESTIVAL

TITLE SPONSOR	\$10,000
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PLATINUM	\$5,000
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GOLD	\$2500
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SILVER	\$1000
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BRONZE	\$500
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As a Sponsor you and your guests will be welcomed to the **Utah Blues Festival** VIP Blues Club where you will have exclusive access to the top floor and covered patio of the two-story building overlooking the stage. It's a great place to relax, get out of the heat and mix with clients or guests. Sponsors will also have access to limited reserved seating directly in front of the stage. The amount of General Admission (GA) and VIP Blues Club passes is determined by your sponsorship level.

Your Benefits Include:

- Blues Club/VIP & General Admission tickets to the festival (quantity based upon level of sponsorship)
- Access to the Blues Club/VIP Patio (includes 2 beer or wine tickets per day, unlimited soda, water, and 1 meal ticket per day/person (dinner Friday & lunch/dinner on Saturday)
- Air conditioned/shaded seating in the Hall
- Padded seating right in front of the stage.
- Access to all workshops
- Free Vendor space, if interested (10 x 10 – tent not provided)
- Commemorative Sponsor Poster
- Name listed on specially produced Sponsor banner next to main stage

How do we say Thank You?

Sponsor support will be recognized in various ways: the festival website, social media, radio spots, print ads and posters, venue banners, and verbal recognition from the stage throughout the day/night. Sponsor support is critical and can be provided as in-kind and/or cash donations.

Talk to us about how you would like your sponsorship to work for you!!

Please contact Tripp Hopkins at hopkinso@comcast.net if you are interested in becoming/continuing to be a sponsor of the 2023 Utah Blues Festival!