

# **2024 UBF Sponsorship Information**



*The 8th Annual Utah Blues Festival (UBF) is the signature event for the non-profit 501c3, 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 14<sup>th</sup> and Saturday, June 15<sup>th</sup>*

*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 2024 festival line-up features: Tab Benoit, Southern Avenue, Sue Foley, D.K. Harrell, Annika Chambers & Paul DesLauriers, Cash Box Kings, Dennis Jones, and other special guests!*

*Mitch Woods & Club 88 will host a pre-fest party on Thursday June 13<sup>th</sup> and then after the festival each night in the Marriott City Center bar. Not to be missed!*

*Workshops: The festival presents free workshops during the festival for children and adults. The Free Blues Harp Workshop (hosted by Tony Holiday & guests) will be held in the adjacent Marriott City Center Hotel, and the first 150 people who register will received 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.*
- ***Musician Assistance Fund:*** *We provide financial assistance to blues musicians (local and enroute) in times of need.*
- ***International Blues Challenge (IBCs):*** *As an official affiliate of the national Blues Foundation, we have the opportunity to send a band or solo/duo act to the IBCs wheld in Memphis, TN each January.*

### ***2024 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*

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#### **SPONSORSHIP OPPORTUNITIES**

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##### **2024 UTAH BLUES FESTIVAL**

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<b>TITLE SPONSOR</b>	<b>\$10,000</b>
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<b>PLATINUM</b>	<b>\$5,000</b>
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<b>GOLD</b>	<b>\$2500</b>
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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 & Saturday). Snacks provided throughout the day.*
- *Air conditioned/shaded seating in Gallivan 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 10'x10' 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. This festival is produced by an all-volunteer staff and ALL costs in its production have risen dramatically since the pandemic. We REALLY appreciate your support, now more than ever!*

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

**Please contact Tripp Hopkins at [ubfproducer@gmail.com](mailto:ubfproducer@gmail.com) if you are interested in becoming/continuing to be a sponsor of the 2024 Utah Blues Festival!**

***Thank you!***

**[UtahBluesFest.org](http://UtahBluesFest.org)**