



SPONSORSHIP PROPOSAL

Uncle Dave Macon Days

Presents

Roots Rendezvous

at

Hop Springs

SEPTEMBER 6-7, 2024

6790 John Bragg Highway

Murfreesboro, Tennessee 37127

www.rootsrendezvous.com

**WHY SPONSOR UNCLE DAVE MACON DAYS
PRESENTS
ROOTS RENDEZVOUS
SIMPLE...**

IT'S A ONE-OF-A-KIND MUSIC FEST WITH A 40+ YEAR FAN BASE

BUILD, WIN, GROW YOUR BRAND

WHERE OLD BECOMES BRAND NEW

- **SET YOUR BRAND APART**
- **ONE OF MIDDLE TENNESSEE'S OLDEST AND MOST HONORED MUSIC FESTIVALS AT HOP SPRINGS NEAR UNCLE DAVE'S HOMEPLACE IN READYVILLE, TENNESSEE**
- **BUILD AND BLEND YOUR BRAND AS AN EXHIBITOR OR SPONSOR**
- **CONNECT YOUR BRAND WITH A PROVEN SUCCESSFUL EVENT**
- **NOTED FOR A MEMORABLE, FAMILY FRIENDLY EXPERIENCE**
- **REAL CUSTOMERS THAT CROSS GENERATIONS**
- **SUPPORTING THE FEST ASSISTS IN THE PRESERVATION OF ROOTS MUSIC OF MIDDLE TENNESSEE**





ABOUT US

Uncle Dave Macon Days, a local non-profit since 1989, has been sharing the roots music experience for 46 years in Middle Tennessee. Thriving in a decade of accelerated change has been the goal of the Uncle Dave Macon Days: Roots Rendezvous enterprise. The Board of Directors of Uncle Dave Macon Days is announcing a renewed commitment to the mission preserve roots music and rural culture.

ROOTS RENDEZVOUS 2024 AT HOP SPRINGS will be a celebration of our local talent. You'll have the opportunity to witness, interact, and collect the uniquely creative renderings of many fine craft and visual artists. This year, organizers are excited to introduce elements of cultural inclusion from our friends at Boro International Festival, the talent of MTSU Art, the students of the MTSU Department of Art and Design, and the work of Murfreesboro favorites associated with the Stones River Crafts Association's Boro Art Crawl.

Sharing the musical legacy of Middle Tennessee with others promotes understanding and a sense of unity. perpetuating and preserving the made-in-America music.

While American music has been creatively in transition, Uncle Dave Macon Days has shared roots-Americana music with those music lovers on a quest to discover its beginnings from local fans to visitors from around the world. With a zeal to maintain the musical culture for over four decades, the Uncle Dave Macon Days organizers have seen first-hand these experiences mirrored at the festival. The early music performed on the front- porches, parlors, and barn raisin's of the 19th century and early 20th are all honored and celebrated blending the old and new. From a sense of sound to image, roots music enthusiasts will follow the picturesque vistas of Middle Tennessee to Hop Springs September 6-7, 2024.

VISION

Our festival's the vision to preserve and perpetuate America's musical and rural legacy not only here in our area, in the Southeast but around the world. With collaboration and partnership, we will share the vision by using the festival to make life a little better for all in the context of an annual roots' music festival. The hospitality of Rutherford County will be realized as tourist accommodations in our community widen the map to nearby communities with a rural destination excursion experience.

MISSION

Organizers of Uncle Dave Macon Days are blending 45 years of experience in preservation of roots music and the rural culture of Middle Tennessee. With hands-on demonstrations, festival patrons will enjoy memorable lessons to learn history and rural culture through an exciting and unique method – ROOTS MUSIC.



OFFICIAL SPONSORSHIPS



PRESENTED BY
UNCLE DAVE MACON DAYS
At HOP SPRINGS
6790 John Bragg Highway
OFFICIAL SPONSORSHIPS

PRESENTING SPONSOR

Investment - \$15,000

This is your opportunity to be the PRESENTING SPONSOR of Uncle Dave Macon Days/ROOTS RENDEZVOUS. Only ONE business can be in this premiere slot. This unique business relationship connects your sponsorship with one of the Southeast's largest, oldest, and most respected family-oriented festivals.

- **Sponsor name utilized in festival news releases**
- **30 Preferential tickets for seating and 4—VIP parking spaces**
- **Logo featured in program and logo displayed on signage on grounds**
- **Logo prominently displayed on festival at entrance as Presenting Sponsor**
- **Sponsor logo displayed on main stage banner**
- **Prominent 10' x 12' booth**
- **Sponsor logo displayed on websites with link to your site**
- **Listed as the Presenting Sponsor on Festival website**
- **Presenting Sponsor's name promoted by stage emcee during festival**
- **Sponsor featured in post on social media**
- **Logo All Printed Materials – OFFICIAL POSTER, FLYERS, SITE MAP**



LEGACY SPONSOR

Investment – \$10,000

**This is your opportunity to be the LEGACY SPONSOR of
High visibility in festival promotions and on-site presence.**

- **Logo featured in festival program and signage on the grounds**
- **20 Preferential tickets for seating and 4—VIP parking spaces**
- **Logo Displayed Signage on festival grounds**
- **Complimentary 10' x 12' booth available**
- **Sponsor logo displayed on websites with link to your site**
- **Sponsor name utilized in festival news releases**
- **Listed as the Legacy Sponsor on websites.**
- **Legacy Sponsor's name promoted on main stage by emcee**
- **Sponsor logo displayed on festival's page all social media**
- **Logo printed in onsite program, posters, flyers**



STAGE SPONSOR

INVESTMENT \$5,000

Stage Sponsor will be recognized during the award-winning performances during the entire festival on both stages

- **Stage Sponsor will be recognized by emcee during the award-winning performances during the entire festival**
- **Logo prominently displayed on the main stage banner and on the grounds**
- **Prominent 10” x 12” booth**
- **Listed as the Stage Sponsor on the website**
- **Listed on all printed materials: official poster, flyers, site map**
- **Sponsorship recognized on social media**
- **8 Preferential tickets for seating and 2—VIP parking spaces**

SUPPORTING SPONSOR

Investment -- \$2500

- **Sponsor name promoted from stage by emcee during festival**
- **Sponsor's logo included with other Supporting Sponsor's logos in a cluster banner on festival grounds**
- **Logo in rotation of Roots Rendezvous Site**
- **10 x 12 Booth Space negotiable if desired**
- **6 Preferential tickets for seating and 2—VIP parking spaces**

With Booth Space \$1,500

- **4 Preferential tickets for seating and 2—VIP parking spaces**
- **Logo on Website and Cluster Banner at Festival**
- **Mention on stage**
- **Without Booth \$1,000**
- **Logo on Website and Cluster Banner at Festival**
- **Emcee Mention on stage**
- **COMMERCIAL 10 x 12 BOOTH \$500**



SEPTEMBER 6-7 2024



PROPOSAL

**ROOTS
RENDEZVOUS
SPONSORSHIP
AT HOP SPRINGS**

**CONTACT:
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TEXT: 615.668.0475**

www.rootsrendezvous.com



