

2018 WORLD OF BLUEGRASS SPONSORSHIP OPPORTUNITIES



SEPTEMBER 25-29 RALEIGH, NC

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WHAT IS THE IBMA?

The IBMA is the non-profit professional music association that connects, educates, and empowers bluegrass professionals and enthusiasts, honoring tradition and encouraging innovation in the bluegrass community worldwide.

WHAT IS WORLD OF BLUEGRASS?

World of Bluegrass is the largest platform in the world for bluegrass music and its industry - a **music experience like no other** - that takes place September 25-29, 2018 in Raleigh, NC. With an industry conference, artist showcases, awards show and two-day festival, World of Bluegrass fosters the business and appreciation of bluegrass music worldwide. It draws thousands of fans and industry professionals.

YOUR BRAND AT WORLD OF BLUEGRASS

BLUEGRASS VALUES REFLECT WELL ON YOUR BRAND WHEN YOU PARTNER WITH IBMA.

Authenticity, honesty, loyalty, family and community are values fundamental to the bluegrass lifestyle.



SHARE IN OUR SUCCESS

World of Bluegrass is trending up. The IBMA and the City of Raleigh have grown World of Bluegrass over **50%** in 5 years, generating **\$49 million** in direct visitor spending. 2017 brought in **221,000** attendees.

World of Bluegrass is the **signature event** of the year for the City of Raleigh.



FIELD GUIDE TO WORLD OF BLUEGRASS

Business Conference Sept. 25-27

attendance 1500+

The **BUSINESS CONFERENCE** is the premier industry event and trade show in bluegrass. Top professionals - artists, agents, print and broadcast media, event producers, merchandisers, record labels, and more - share and discover the latest tools, technologies, strategies and sounds.

Your brand will reach focused industry leaders and decision makers, and is ideal for B2B sponsorships.

Bluegrass Ramble Sept. 25-27

attendance 4500+

The **BLUEGRASS RAMBLE** is the IBMA's innovative showcase series at club venues in downtown Raleigh. With over 200 showcase performances, the Ramble is the foremost platform for introducing talent and new material to the bluegrass community.

Your brand will reach industry leaders, influencers, and fans from millennials to boomers. Suitable for fan engagement and B2B.

Awards Show Sept. 27

attendance 2000+,
streaming 40,000

The **IBMA AWARDS SHOW** is the biggest night on the bluegrass calendar, featuring once-in-a-lifetime moments and outstanding performances by the best in bluegrass. There's a Red Carpet and a Nominees' Reception, too. The Awards Show is livestreamed and broadcast via radio replay.

Your brand will reach both the top influencers in our industry, and thousands of fans.

Wide Open Main Stage Sept. 28-29

attendance
10,000 - 30,000+

WIDE OPEN BLUEGRASS is the world's largest urban bluegrass music festival. Our blockbuster lineup of marquee acts at the Red Hat Amphitheater yields charitable benefits: up to half of proceeds go to the Bluegrass Trust Fund for bluegrass professionals in need. Wide Open also includes other select stages and our trade show - all free and open to the public.

Your brand will reach thousands of engaged fans with discretionary income

YOUR BRAND'S REACH at WORLD OF BLUEGRASS 2018

WIDE OPEN BLUEGRASS MAIN STAGE/ SELECT STAGES/ TRADE SHOW

10,000–30,000 attendees

Thousands of engaged fans with discretionary income. 65% from within 100 mi. of Raleigh. 80% report household incomes above \$50k.

IBMA AWARDS SHOW

2000 attendees

The best in our industry plus our most dedicated fans. Satellite broadcast, radio replay, live-streaming and international press extend reach beyond 160,000. Very engaged audience.

BLUEGRASS RAMBLE

4500 attendees

200+ bands. Unique blend of trend-setters, industry leaders, talent buyers and fans. Very engaged audience, 70% from within 100 mi. of Raleigh.

BUSINESS CONFERENCE

1500+ attendees

Industry leaders, influencers, top businesses: labels, artists, management, print media, broadcast, event production. Highly focused audience.

BEYOND WORLD OF BLUEGRASS

IBMA enjoys a **social media** reach of over **700,000** during World of Bluegrass, and extended engagement through **radio** and **streaming** replay

ACTIVATIONS

AT WORLD OF BLUEGRASS

It's all about you.

We enjoy taking your creative ideas and working with you to make them happen. We craft a custom package with you, tailored to your brand.

HOW DO OUR SPONSORS ACHIEVE THE GREATEST MARKETING IMPACT POSSIBLE?

- A national consumer brand sponsors the Bluegrass Ramble and Wide Open Bluegrass Festival to increase brand awareness, featuring product sampling at a tasting event and product placement at Ramble venues.
- A pharmaceutical company based in the Greater Raleigh area partners with IBMA to exemplify its commitment to community and its employees, and enjoys turnkey branding throughout all facets of World of Bluegrass.
- A state tourism board values reaching large audiences – and the demographic it shares with World of Bluegrass – hosting and programming a stage featuring bluegrass artists from their state.
- Plus music equipment, service, and accessory companies sponsor and exhibit to engage both music professionals and enthusiasts. Music festivals and performance venues sponsor to promote their events to large groups of live music fans.

WE OFFER SPONSORSHIP AT THE FOLLOWING LEVELS:

- | | |
|--------------------|--|
| Principal: | Highest engagement possible. One-of-a-kind activations and promotional opportunities. Your brand seamlessly aligned with the IBMA and World of Bluegrass as a top promotional partner. |
| Major: | Maximum visibility and exclusive activations. Reaching your target audience. Leveraging our platform to elevate your brand to the next level. |
| Supporting: | Great value. High-level promotion and activation that makes a splash at World of Bluegrass. |

WORK WITH US TO
CREATE YOUR CUSTOM
SPONSORSHIP PACKAGE

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OPPORTUNITIES: YOUR BRAND AT WORLD OF BLUEGRASS

HERE ARE JUST A FEW WAYS TO LEVERAGE OUR DYNAMIC PLATFORM AS PART OF YOUR SPONSOR PACKAGE:

Pre-Event Promotion

Reach wide audiences ahead of the events, and introduce attendees to your brand!

- Promotion in IBMA event advertising
- Promotion throughout ticketing process
- Social media promotion (91K followers)
- Promotion content in IBMA Newsletter and email marketing (30k subscribers)

Onsite Branding and Activation

Engage WOB attendees with your brand!

- Unique sponsor activations with planning support
- Thought leadership opportunities
- Branding placement in printed materials, online, app, jumbotron, and stage announcements
- Banner placement
- Exhibit booth, showcase, and special event opportunities

Post-Event Follow-Up Promotion

Reinforce your pre-event and onsite marketing efforts!

- Social media promotion (91K followers)
- Promotion content in IBMA Newsletter and email marketing
- Special offers to WOB attendees

YOUR SPONSORSHIP MAY INCLUDE THESE BENEFITS:

- Tickets to Wide Open Bluegrass Main Stage at the Red Hat Amphitheater
- Tickets to the IBMA Awards Show
- Invitation to the Pre-Awards VIP Reception
- Passes to the IBMA Business Conference

LET US CONNECT YOU TO
YOUR TARGET AUDIENCE

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