



Old Settler's Music Festival Sponsorship and Advertising Opportunities

Our Audience: Attendance is approximately 16,000 over four days. Our audience comes from Austin, the Hill Country and surrounding areas (70%) and from around Texas (23%). The rest are from different states and countries.

Our fans are the Baby Boomer and Gen X generations - 80% are under age 54. 50% earn \$75K or more. They are well-educated, tech-savvy consumers who think of themselves as unique, entrepreneurial, free-spirited and environmentally green.

Our April 15-18, 2010 lineup includes Joe Ely, Patty Griffin, Radney Foster, Alejandro Escovedo, Buddy Miller, Band of Heathens, Ruthie Foster, the Gourds, Fred Eaglesmith, Peter Rowan, & many more.

In addition to the many benefits of sponsorship, you'll be helping support local non-profits. A portion of festival proceeds goes to Health Alliance for Austin Musicians & CampFire USA-Balcones Chapter.

Sponsorships: We have a range of sponsorships from \$750 to \$15,000.

The Basic Package \$ 750

- Four one day Saturday or Sunday passes
- Your name listed on sponsor board
- Your logo in festival program & on t-shirt
- Your logo on website
- Program ad - ¼ page

Front Range: \$1,500

The Basic Package PLUS

- Two Platinum Passes
- One prominently displayed banner
- Recognition from stage

Campground Stage: \$2,500

The Basic Package PLUS

- Four Platinum Passes
- Four weekend passes
- Advertising on Festival JUMBOTRON (video screen)
- Thank you in festival newsletter
- Two prominently displayed banners
- Recognition from all stages
- Recognition in festival press release

Discovery Stage: \$5,000

The Basic Package PLUS

- Four Platinum Passes
- Ten weekend passes
- Advertising on Festival JUMBOTRON
- Half page festival program ad
- Logo in flyers, newspaper ads & poster
- Four prominently displayed banners
- Your business featured in festival newsletter
- Recognition from all stages
- Recognition in festival press release

Bluebonnet Stage: \$10,000

The Basic Package PLUS

- Ten Platinum Passes
- Ten weekend passes
- Full page ad in programs
- Advertising on Festival JUMBOTRON
- Logo in flyers, newspaper ads & poster
- One premium parking pass
- Five prominently displayed banners
- Your business featured in festival newsletter
- Recognition from all stages
- Recognition in festival press release



“The good music and family friendly vibes have made it one of Austin music fans’ rites of spring.” - *Austin American-Statesman*

Hill Country Stage: \$15,000

The Basic Package PLUS

- 20 Platinum Passes
- Ten weekend passes with camping
- 20 Friday passes
- Guitar signed by festival artists
- Two premium parking passes
- Full page ad in festival program
- Logo in flyers, newspaper ads & poster
- Six prominently displayed banners
- Your business featured in festival newsletter
- Recognition from all stages
- Recognition in festival press release
- Advertising on Festival JUMBOTRON
- On-stage introduction of company representative

Program Ad Rates: (5,000 copies distributed)

- \$600 full page
- \$400 half page
- \$200 ¼ page
- Premiums apply for inside front & back covers and outside back cover.

Old Settler’s Music Festival was voted “Best Austin-area Festival that’s not SXSW or ACL” in the 2009 Austin 360 Reader’s Poll!!