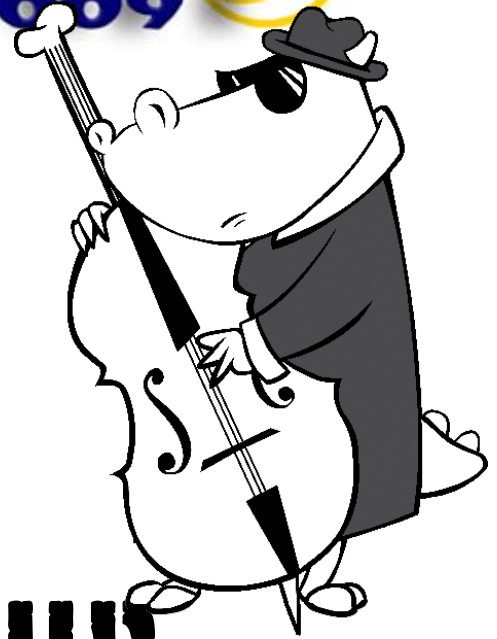




3rd Annual
Riverside Bluesfest
September 5-6, 2009



SPONSORSHIP PROPOSAL.

Submitted by:

K.C. Geiger Park Improvement Committee
Riverside Bluesfest
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Riverside Bluesfest At a Glance

What is The Riverside Bluesfest?

- The Riverside Bluesfest is a celebration of the Blues music genre, held annually during Labor Day weekend at K.C. Geiger Park in St. Marys, Ohio. The celebration includes live music, food, refreshments and related activities in a family-friendly atmosphere.

Who Organizes the Event?

- The Riverside Bluesfest is a production of the K.C. Geiger Park Improvement Committee, which operates a component fund within the St. Marys Community Foundation. As a 501(c)(3) organization, the K.C. Geiger Park Improvement Committee seeks tax-deductible contributions for the enhancement and maintenance of K.C. Geiger Park. Each year numerous committee chairpersons help recruit 200-300 volunteers for the Riverside Bluesfest.

Where do the Proceeds Go?

- The Riverside Bluesfest is a not-for-profit event with any and all proceeds going toward the K.C. Geiger Park Improvement Fund. During the past 16 years, the K.C. Geiger Park Improvement Committee has funded more than \$100,000 in capital improvements and maintenance at the park. In addition to ongoing projects, the Committee is seeking to raise funds to facilitate improved and permanent staging facilities at the to increase park usage and promote live music and productions in a public setting.

Where is the Venue?

- Located within the City of St. Marys, K.C. Geiger Park is a 67-acre municipal facility featuring numerous recreational, natural and historical amenities. Riverside is an open air venue in the northwest corner of the Park. A large grassy hill, originally constructed for sledding, provides the bulk of the seating opportunities. There is also a level area for lawn chairs.

When is the 2009 Riverside Bluesfest?

- The 2009 event will be held Saturday, Sept. 5, and Sunday Sept. 6. The tentative timetable includes gates opening at noon, with local acts opening the show, followed by regional and national acts.

Who are the Musical Acts for 2009?

- The Committee is currently going through the selection process, reviewing artist submittals and contacting tour managers. It is hoped that 10-12 musical acts will be under contract in the first quarter of 2009.

Where can I Get Updated Information?

- Information for The Riverside Bluesfest can be found online at www.stmarysblues.com. This website includes the latest news, links to sponsors and information for potential volunteers and vendors.

Previous Riverside Bluesfest Performers

- 2007: Scotty Bratcher; The Doghouse Daddies; Cleveland Fats; Lonnie Brooks; Joe Bonamassa.
- 2008: Big Worm and the Nightcrawlers; Lady Bird and the Dirty Dirty Worms; Jon Justice Band. No Right Turn; Jimi Vincent Band; Sonny Boy Terry; Stacy Mitchhart; Ana Popovic; Elvin Bishop.

Sponsorship Details

- The Riverside Bluesfest is a civic event established, managed and administered by the K.C. Geiger Park Improvement Committee -- a not-for-profit organization with all funding administered by the St. Marys Community Foundation.
- All members of the K.C. Geiger Park Improvement Committee Board and the Riverside Bluesfest Sub-Committee are volunteers.
- Any and all proceeds from the Riverside Bluesfest will be returned to the Park Improvement Committee Fund. One of the many funding goals and initiatives of the Committee is the construction of a permanent entertainment facility at K.C. Geiger Park to host concerts, productions and community events throughout the year.
- Any sponsorships should be paid directly to the St. Marys Community Foundation, and as such, will be considered tax-deductible. A receipt and tax ID number will be provided.
- All sponsor packages are negotiable and subject to change based on the marketing strategies of the Committee. The Committee also accepts "in-kind" donations toward total sponsorship value.

Sponsorship Levels

Platinum ~ \$5,000 and Up

Gold ~ \$1,000 - \$4,999

Silver ~ \$500 - \$999

Friends of the Blues ~ Less than \$500

Platinum Sponsorship Includes:

- ***Private on-site "Corporate Tent"***
 - Each Platinum Sponsor will have full use of a private tent on the festival grounds to be used only by designated guests and clients of the platinum sponsor. Seating and light refreshments will be provided with each "Corporate Tent."
- ***Prominent inclusion (top billing) in all event advertising, both print and multi-media.***
 - Past event advertising included: television, multi-market radio; daily newspaper; entertainment monthlies; and the internet.
- ***Prominent inclusion (top billing) on pre-event posters, banners and fliers.***
- ***Logo included on all locally-sold tickets.***
- ***Home Page link on official Riverside Bluesfest Website (www.stmarysblues.com).***
 - Website inclusion includes link to existing web page(s) and/or limited web page advertising creation.
- ***Prominent inclusion (top billing) for all day-of-event promotions.***
 - Day-of-event promotions include: a professionally produced video advertisement for each Platinum Sponsor to be shown on the event Jumbo-Tron in between acts; inclusion on the on-stage banner; and a full-page advertisement in the event program.
- ***Free space in Commercial Tent/Area for product/service promotions, displays and/or demonstrations.***
 - Space with electricity as needed. Vendors are responsible for their own displays.
- ***10 VIP admission packages, including free preferred seating options, free on-site parking, and complimentary drink tickets.***
- ***Access to Backstage "Meet and Greet" area.***

Sponsorship Details

Gold Sponsorship Includes:

- ***Inclusion in all event print and internet advertising.***
 - Past event advertising included: daily newspapers; entertainment monthlies; and the internet.
- ***Inclusion on pre-event posters, banners and fliers.***
- ***Sponsors' Page link on official Riverside Bluesfest Website (www.stmarysblues.com).***
 - Website inclusion includes link to existing web page(s) and/or limited web page advertising creation.
- ***Inclusion in all day-of-event promotions.***
 - Day-of-event promotions include: a professionally produced video advertisement for each Gold Sponsor to be shown on the event Jumbo-Tron in between acts; inclusion on the on-stage banner; and a half-page advertisement in the event program.
- ***Free space in Commercial Tent/Area for product/service promotions, displays and/or demonstrations.***
 - Space with electricity as needed. Vendors are responsible for their own displays.
- ***6 VIP admission packages, including free preferred seating options, free on-site parking, and complimentary drink tickets.***
- ***Access to Backstage "Meet and Greet" area.***

Silver Sponsorship Includes:

- ***Limited inclusion in all event print and internet advertising.***
 - Past event advertising included: daily newspapers; entertainment monthlies; and the internet.
- ***Limited inclusion on pre-event posters, banners and fliers.***
- ***Sponsors' Page link on official Riverside Bluesfest Website (www.stmarysblues.com).***
 - Website inclusion includes link to existing web page(s) and/or limited web page advertising creation.
- ***Limited inclusion in all day-of-event promotions.***
 - Day-of-event promotions include: a listing for each Silver Sponsor to be shown on the event Jumbo-Tron in between acts; and a quarter-page advertisement in the event program.
- ***Discounted space in Commercial Tent/Area for product/service promotions, displays and/or demonstrations.***
 - Space with electricity as available. Vendors are responsible for their own displays.
- ***4 VIP admission packages, including free preferred seating options, free on-site parking, and complimentary drink tickets.***
- ***Access to Backstage "Meet and Greet" area.***

Friends of the Blues Sponsorship Includes:

- ***Sponsors' Page link on official Riverside Bluesfest Website (www.stmarysblues.com).***
 - Website inclusion includes link to existing web page(s) and/or limited web page advertising creation.
- ***Limited inclusion in all day-of-event promotions.***
 - Day-of-event promotions include: a listing for each Friends of the Blues Sponsor to be shown on the event Jumbo-Tron in between acts; and an advertisement in the event program.

K.C. Geiger Park Improvement Committee



New Dugouts for Diamonds 9 and 10.

The K.C. Geiger Park Improvement Committee is an all-volunteer, non-profit organization that was founded in 1991. The mission of the organization is to provide: safe; adequate; attractive; and well-maintained facilities for all to enjoy at K.C. Geiger Park.

The Committee is part of the St. Marys Community Foundation. The St. Marys Community Foundation is a public trust fund, founded in 1974. It was started to provide a means for flexible administration and conservation of gifts of money and property from public spirited citizens, corporations or groups. The Internal Revenue Service has designated the St. Marys Community Foundation as a "public charity."

The Committee has raised money through individual donations, the annual Duck Race at SummerFest and through operating the park's three permanent concession stands. The Committee has established a fund of more than \$100,000 in principle, invested in trust, to accrue interest which can be used to fund routine maintenance at the park in perpetuity.

In addition to the perpetual fund, the Committee has spent approximately \$110,000 in permanent and continuing improvements at K.C. Geiger Park. This includes seasonal mowing, fertilizing, and upkeep of the Park's 10 baseball and softball diamonds and soccer fields. The Committee has also contributed to various improvement projects, including dugout construction, grass infields, and park beautification projects. In 2006, the Committee contributed \$3,300 for the reconstruction and surfacing of the sand volleyball courts.

Working in cooperation with the City, the K.C. Geiger Park Improvement Committee has helped to generate community involvement in public facilities and spark additional improvements funded by the City.



Refurbished Sand Volleyball Courts.

K.C. Geiger Park



A City of St. Marys facility, K.C. Geiger Park encompasses approximately 67 acres between the Miami-Erie Canal and the St. Marys River on the southwest side of the city. The park combines recreational, natural and historic areas.

The park includes 10 youth, adult and high school ball diamonds, three of which are equipped with lights. There is a paved basketball court, four fully-lighted tennis courts, two soccer fields and two sand volleyball courts. Each year the park is used by youth baseball and girls softball; adult softball leagues; midget football team practice; many junior-high and high school teams for practice, competition or both (tennis, freshman football, baseball, softball, cross-country); adult soccer; Acme, Junior Acme and American Legion baseball; Summerfest softball and baseball tournaments - and these are just some of the organized activities.

Many also use the park for "beach" volleyball; sledding and cross-country skiing in winter; a base for bike rallies; family picnics and reunions; the kiddie playground; and walking.

The park is transversed by the Miami-Erie Canal State Trail, which is also part of the 1200-mile Buckeye Trail and the North Country Trail. The Buckeye Trail is the world's longest loop trail circling Ohio, while the North Country Trail stretches 4,600 miles from New York State to North Dakota.

Also included in K.C. Geiger Park is the historic Murray Cemetery, one of the earliest cemeteries in the area. The oldest headstone in the cemetery is dated 1826.

2008 Riverside Bluesfest In Review



Festival goes arriving at Riverside.



Stacy Mitchhart.



Elvin Bishop.



Jimi Vincent Band.



Ana Popovic.

2007 Riverside Bluesfest In Review



200 foot Commercial Tent and Vendor area



Large video screen was a crowd pleaser.



There are no bad seats at Riverview, which acts as a natural amphitheater.

What They're Saying About the Riverside Bluesfest

"Keep us in mind for next year!"

-- Scotty Bratcher; Cleveland Fats; Lonnie Brooks.

"As I told everyone I could tell, your festival was nothing less than fantastic."

-- Gary Mack,
Columbus Blues Alliance and Code Blue Band.

"Just wanted to let you know what a great time we had at the Bluesfest... We'd LOVE to come back and do it again."

-- June Morlan
Doghouse Daddies agent.

"...we had a blast. Hope you all made some money on this, because you put on a hell of a show."

-- John Lantz, Danville, KY.

"This event is great, and great for our community."

-- Kelly Kill

Director St. Marys Area Chamber of Commerce.

"Bands talk amongst themselves, and we'll definitely spread the word - play here if you get the chance."

-- Joe Bonamassa's tour manager.

"Fantastic! I can't believe I'm sitting in St. Marys; I thought I was in Cincinnati!"

-- Ron Keith, Celina, OH.

"I had a great time and the music was simply the best. I hope this will be an annual event."

-- Zora Hoch, vendor, Pittsburgh, PA.

"Just wanted to let you know what a great time we had Saturday at your festival. Great job... all shows were excellent."

-- Gary Glancy, Hartford City, IN.

"As a person that has gone from putting on a little 250 person party to a 7000 person, 3 day annual event (Wetzel swap meet/party) in the last 21 years, I must write and say that your event this past weekend kicked ass.

The setting was perfect and the sound was fantastic."

-- Tony Leiter, Van Wert, OH.

"Nice job last weekend! ...very good comments from fans who stayed here; some who do this a lot and travel, and said this was very nicely done... band members who go all over said this was nicely done and were impressed with the crowd."

-- Ron Gorby
America's Best Value Inn, St. Marys, OH.

"Hey, just wanted to say BRAVO on the Bluesfest! ... Very impressed! Thank you to you and the Bluesfest committee for putting together such a great event. We are looking forward to next year."

-- Chris Ring, St. Marys, OH.

"St. Marys did a great job with the whole bluesfest, the sound was good and the huge video screen was a plus. I'm sure there will be more and more folks there every year."

-- Jeff Gibson on Joe Bonamassa's Official Message Board.

"I agree that this show was fantastic. The 4 preceding acts were wonderful and then Joe put lots of icing on the cake."

-- ayersdj on Joe Bonamassa's Official Message Board.

"...Joe and the boys blew us all away when they performed Ball Peen Hammer for the first time live. It was rockin' frickin-out-of-sight fantastic!"

-- Barbara from Pittsburgh, PA on Joe Bonamassa's Official Message Board.

"Truly one of the great things to happen in the area in recent memory. ...look it up next year and help build this amazing festival into a local tradition."

-- "Steppin' Out" review of Riverside Bluesfest 2007.

Portable Stage Facilities



Setting The Stage

Riverside BluesFest

Contact Us • K.C. Geiger Park Improvement Committee • P.O. Box 514 • St. Marys, Ohio 45885



email: blues@ridertown.com



Visit us online at:
www.stmarysblues.com