

BIGfest! 2011

Benefiting The Cheatham Street Music Foundation



June 24-26, 2011

Cheatham Street Warehouse
-San Marcos Texas-

Sponsor Guide

Cheatham Street Music Foundation

119 Cheatham Street
San Marcos, TX 78666
(512) 353-3777
www.CheathamStreetFoundation.org



Greetings,

The directors of The Cheatham Street Music Foundation and BIGfest 2011 would like to cordially invite you to participate in BIGfest 2011. Within the contents of this booklet you will find a brief summary of The Cheatham Street Foundation's Mission and the History of BIGfest.

As a sponsor of BIGfest 2011, you will receive ample advertising promoting your company and more importantly you will be helping the Cheatham Street Music Foundation reach its goals by making BIGfest 2011 a success.

BIGFest 2011 is a fundraising event, with all net proceeds donated to the Cheatham Street Music Foundation. This event is a 3-day music festival to be held June 24-26, 2011, celebrating the anniversary of Cheatham Street Warehouse.

The Cheatham Street Music Foundation is a Texas non-profit corporation dedicated to developing, promoting, preserving and perpetuating Texas music. Some of our planned activities include: acquiring, rehabilitating and preserving the historic San Marcos, Texas, Cheatham Street Warehouse building as a public venue for Texas music; conducting activities that promote the advancement of education in the art, craft and business of songwriting, including but not limited to songwriting classes, workshops, seminars, public forums, panels, lectures and similar programs; promoting, developing and nurturing songwriters and musicians through opportunities to perform and record music, and; encouraging a greater public understanding of the history of Texas music through community based interaction between songwriters, performance artists and civic and educational groups in order to foster a deeper appreciation of the role of music in the economic, social and cultural life of Texas. We continue to seek significant and diversified public support for all the above mentioned and related activities.

We appreciate your time to consider participation in BIGfest 2011. We look forward to your assistance in this annual fundraising event. Please review the contents of this packet and do not hesitate to contact us with any questions or need of additional information. We look forward to hearing from you.

Sincerely

Sage Allen
CSMF Treasurer

BIGfest History

BIGfest is a fundraising music festival for the Cheatham Street Warehouse Music Foundation, and a celebration of Big John Mills' birthday. This year's festival will be held in June, and will be a 3 day event, held in the historic Cheatham Street Warehouse in San Marcos, Texas, where musicians such as George Strait, Todd Snider, and Randy Rogers got their start.

BIGfest began as a simple one day festival during the summer of 2006. With more than 40 artists and Randy Rogers & Brady Black closing the show, the event was a huge success. The response from both the artists that played, and the fans that attended, was so overwhelming; it was quickly determined that one day was not enough. June 2007 marked the first 3-day BIGfest.

BIGfest 2007 hosted more than 130 artists over the three day festival. 2007 was also the first year that there was a silent auction at BIGfest. Since then the silent auction has proved to be one of the biggest contributors to the fundraiser. Auction items often include autographed guitars, artwork, photos, posters, neon signs, artist gift packs, as well as a collection of CDs by all artists that played at BIGfest. The silent auction often accounts for 30-50% of the BIGfest revenue.

Radio Free Texas began broadcasting the festival live in 2007. The Radio Free Texas Broadcast has allowed tens of thousands of fans to listen to BIGfest live via the internet from all over the world. In 2007 approximately 2,500 people tuned in to BIGfest while 2009 and 2010 had more than 5,000 listeners during the headlining bands each year. 2011 is expected to have more listeners than ever.

Over the last 4 years BIGfest has donated approximately \$48,000 to The Cheatham Street Music Foundation. Sponsors are the key to the continued success of the festival. Sponsor donations are used to underwrite the event 100%. This allows 100% of money raised through ticket sales, food sales, and the silent auction to go directly to The Cheatham Street Music Foundation.

Artists who have played Bigfest include:

Randy Rogers, Brady Black, Walt Wilkins, The Josh Abbott Band, Brandon Jenkins, Kyle Park, Big John Mills and the Texas Road Dawgs, Dr. G and the Mudcats, The Grant Ewing Band, Doug Moreland Band, Houston Marchman, the Dedringers, Texas Renegade, Two Tons of Steel, Max Stalling, John Arthur Martinez, Smokey Wilson, Bart Crow, Kent Finlay, Tony Taylor, Shad Blair, Jordan Minor, The Shake Russell Trio, Slaid Cleaves, Michael O'Connor, Dub Miller with Matt Skinner and Adam Odor, Graham Weber, Tony Wilson, Missoula Slim, Nathan Daniel, Forest Wayne Allen, Randy Meadows, Mark Zeus and Thunderboltz, The Lucky Tomblin Band (featuring John X Reed, Earl Poole Ball, and Redd Volkaert), Houston Marchman, Mark Zeus, Tyler McCumber, Jamie Talbert, and Matt Harlan, John Evans, Tres Womack, and Jimmy Baldwin song swap, Dan Crump, Robin English, Mike Ethan Messick, Halley Anna, Loyd Bonham Band, Rex Robards and the Barefoot Cowboy Band, David Lee Kaiser and the Joint Chiefs, Jimmy Kaiser Band, Keith Davis Band, Paul Eason Band, and many more!

Cheatham Street Music Foundation

Cheatham Street Music Foundation is a non-profit organization dedicated to developing, promoting, preserving, and perpetuating Texas music. Born of the decades of music made at the legendary Cheatham Street Warehouse, the CSMF is particularly involved in the art, craft, and business of songwriting.

Our goal is to promote the advancement of education in songwriting by conducting songwriting classes, workshops, seminars, public forums, panels, lectures, concerts and similar programs. Some of these programs are ongoing, and the rest will be launched in 2011. We will also perpetuate the legacy of the Cheatham Street Warehouse by promoting, developing and nurturing songwriters and musicians through opportunities to perform music and participate in songwriting contests.

According to Casey Monahan, director of the Texas Music Office, "Cheatham Street has played a pivotal role in commercializing new country music in Central Texas. Young artists at Cheatham Street are provided with an enthusiastic crowd, a historic stage, and the sage advice of a wise music industry professional, owner Kent Finlay. Many 'baby bands' have developed longtime fans through the exposure they gained at Cheatham Street Warehouse."

We hope that by encouraging a greater public understanding of the history of Texas music through community-based interaction between songwriters, performance artists, and civic and educational groups, we can foster a deeper appreciation of the role of music in the economic, social, and cultural life of Texas.

CSMF's current goal is to renovate, and preserve the historic, 100 year old, Cheatham Street Warehouse property in order to perpetuate and carry forward the work of Kent Finlay, a long-time mentor and promoter of Texas songwriters and musicians. Cheatham Street Warehouse, a business venture owned by Finlay, has been an incubator for emerging Texas songwriters for nearly 30 years. In 2005, the Warehouse property was purchased by Gregg Andrews, a San Marcos musician and professor of history at Texas State University, in order to save it from demolition and redevelopment. In November of 2010 the Cheatham Street Music Foundation purchased the property from Dr. Andrews. (Finlay leases the building.) The foundation is now focused on preserving and renovating the warehouse. More information about this preservation process can be found at www.CheathamStreetFoundation.org.

Kent Finlay has donated nearly \$16,500 to the organization to date as well as all of the 2007 and 2008 proceeds from Cheatham Street Warehouse's annual events "BIGfest" and "Kent's Birthday Party".

With the completion of purchase of the Cheatham Street Warehouse property, the Cheatham Street Music Foundation must now raise \$100,000 to begin preserving the building including repairing the building's 100 year old foundation, replacing the roof, and full renovation of the restrooms including bringing them up to current ADA code requirements. Proceeds from BIGfest 2011 will be directed toward beginning this preservation and restoration process.

BIGfest Sponsorship Packages

Presenting Partner - \$3,000+

As the top-tier sponsor for BIGfest 2011, you will enjoy maximum publicity and exposure in the months leading up to the festival and during the festival. *This sponsorship level includes all of the benefits of the Premier Partner level plus:*

- Named as the Presenting Partner, ex: "BIGfest 2011 Presented by (Sponsor Name)"
- Sponsor Logo included on BIGfest Logo as well as banner ads and promotional materials
- Opportunity to introduce artists and welcome guests from the stage
- Full page ad on back cover of the program
- Banner displayed on back of stage (To be provided by sponsor)
- 5 VIP passes plus 15 Three Day Passes to BIGfest 2011

Premier Partner - \$1000

- Full page ad in the program
- Large logo on BIGfest t-shirts
- Large logo on all BIGfest 2011 website pages with links to their pages*
- Large logo on BIGfest 2011 sponsorship poster at Cheatham Street Warehouse during festival
- Logo on the BIGfest 2011 poster
- 25 name mentions during Radio Free Texas broadcasts and MC announcements during the festival**
- Additional advertising via banners, signage, and promotional materials during festival may be posted. (To be provided by sponsor).
- 10 Three Day Passes to BIGfest 2011

Official Partner - \$500

- 1/2 page ad in the program
- Small logo on BIGfest t-shirts
- Small logo on all BIGfest 2011 website pages with links to their pages*
- Small logo on BIGfest 2011 sponsorship poster at Cheatham Street Warehouse during festival
- Listed on the BIGfest 2011 poster
- 10 name mentions during Radio Free Texas broadcasts and MC announcements during the festival**
- Two banners at Cheatham Street Warehouse during festival. (Provided by sponsor)
- 6 Three Day Passes to BIGfest 2011

Event Sponsor - \$250

- 1/4 page ad in program
- Listed on t-shirt
- Listing on sponsorship poster at Cheatham Street Warehouse during festival
- Listed on sponsor page of the BIGfest website*
- Listed on the BIGfest 2011 poster
- 4 Three Day Passes to BIGfest 2011

Friend of BIGfest - \$100

- Listed in the program
- Listed on sponsor page of the BIGfest website*
- Listed on the BIGfest 2011 poster
- 2 Three Day Passes to BIGfest 2011

* www.BigFestMusic.com averages 10,000+ unique visitors during the months leading to BIGfest

** BIGfest will be broadcast live on Radio Free Texas. We are expecting 5000+ daily internet listeners this year.

Additionally, advertisements in the BIGFest program may be purchased for \$25 per 1/8 page and can be purchased in any quantity. Artwork/ad must be submitted by the purchaser and approved by the BIGfest committee.

Please contact Sage Allen at Sage@CheathamStreet.com or (512)665-2513 for sponsorship information.

Past BIGfest Sponsors



www.countrylinemagazine.com

Support BIGfest 2011

Sponsor BIGfest

Sponsor's Company/Name: _____

Address: _____ Zip: _____

Contact Name: _____ Title: _____

Phone Number: _____ Email: _____

I would like to purchase the following Sponsorship/Advertising Packages for BIGfest 2011:

BIGfest Sponsorships

_____ Premier Partner - \$1,000

_____ Official Partner - \$500

_____ Event Sponsor - \$250

_____ Friend of BIGfest - \$100

BIGfest Program Advertisements

_____ 1/8 Page - \$25

_____ 1/4 Page - \$50

_____ 1/2 Page - \$100

_____ Full Page - \$200

Camera ready artwork should be at least 200 dpi. Artwork may be emailed to Sage@CheathamStreet.com. If the ad is text only, please use the space below to write the copy exactly as it should appear.

Deadlines:

Posters - May 25, 2011; T-Shirts - June 5, 2011; Program - June 15, 2011

Payment:

___ Check Check Number: _____

___ Cash

___ Credit Card ___ Visa ___ Mastercard ___ Discover

Card Number: _____

Security Code: _____

Billing Address Zip Code: _____

Signature: _____

BIGfest Use Only

Sold By: _____

Art Received _____

Art Approved: _____

Art Placed: _____

Tickets Sent: _____

Supporter Signature: _____ Date: _____

Please return this form to Cheatham Street Warehouse, 119 Cheatham St. San Marcos, TX 78666