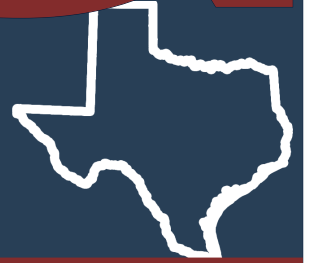


SPONSORSHIP GUIDE

BIG



FEST

BENEFITING THE CHEATHAM STREET MUSIC FOUNDATION

CHEATHAM STREET WAREHOUSE
- SAN MARCOS, TX -

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 2015 would like to cordially invite you to participate in BIGfest 2015. Within the contents of this booklet you will find a brief summary of The Cheatham Street Foundation's Mission and the History of BIGfest. The Cheatham Street Music Foundation is a Texas non-profit corporation dedicated to developing, promoting, preserving and perpetuating Texas music.

As a partner of BIGfest 2015, 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 2015 a success.

BIGfest 2015 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 22 - June 28, 2015, celebrating the 41st anniversary of Cheatham Street Warehouse.

The last several years have been a very exciting time for CSMF, beginning with the purchase of the Cheatham Street Warehouse property in late 2010, and followed by the complete repair and leveling of the foundation in the summer of 2012. In late May of 2013, CSMF secured a loan to pay for a complete replacement of the existing roof as well as much needed renovations to the restrooms to bring them into ADA compliance. In June of 2014 Cheatham Street Warehouse became 100% smoke free. Plans are now being developed to build a large, covered outdoor deck. While temporary funding for these renovations has been secured, the fundraising efforts of events such as BIGfest 2015 are key to allowing CSMF to pay down the existing debt AND still continue its programming efforts.

The Cheatham Street Music Foundation's existing programming includes workshops, seminars, public forums, panels, lectures and similar programs. The goal is to promote, develop and nurture songwriters and musicians through opportunities to perform and record music. Along with these programs, CSMF also co-sponsors weekly songwriting workshops for veterans at Cheatham Street Warehouse. In 2015, CSMF will again partner with Texas State University and The National Writing Project to host an annual summer songwriting camp for high school students.

We appreciate your time to consider participation in BIGfest 2015. 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

For years, Big John Mills has been using his birthday celebrations to host fundraising concerts for local charities. After moving to Central Texas, John teamed up with Kent Finlay to create BIGfest as a showcase of Texas Music and a fundraiser for the Cheatham Street Music Foundation.

The festival is a 3 day event held in the historic Cheatham Street Warehouse in San Marcos, Texas. The venue is famed for launching the careers of musicians such as George Strait, Todd Snider, Randy Rogers, and many more.

BIGfest began as a simple one day showcase during the summer of 2006. The event was a huge success, with more than 40 artists performing throughout the day including the headliners, Randy Rogers & Brady Black. The response from both artists and fans was so overwhelming that the festival's schedule was broadened to a three day event.

BIGfest 2007 hosted more than 130 artists over the three day festival. 2007 also introduced the BIGfest silent auction. Since then, the silent auction has provided one of the biggest contributions to the fundraiser, accounting for 30-50% of BIGfest revenue. 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.

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. Since 2011, 15,000-25,000 listeners tuned in each day of the event. CSMF and Radio Free Texas expect even more listeners this year!

Since 2006, BIGfest has donated over \$70,000 to The Cheatham Street Music Foundation. Sponsors are the key to the festival's continued success. Sponsor donations are used to underwrite the entire cost of the event, allowing 100% of money raised through tickets, food, and the silent auction to go directly to the Cheatham Street Music Foundation.

Your support is vital to the continued success of BIGfest!

Previous BIGfest Artists Include:

Randy Rogers, Brady Black, The Turnpike Troubadours, Walt Wilkins, Kyle Park, Bart Crow, Josh Abbott, Brandon Jenkins, Grant Ewing, Doug Moreland, Houston Marchman, Texas Renegade, Two Tons of Steel, Max Stalling, John Arthur Martinez, Slaid Cleaves, Kent Finlay, Jordan Minor, The Shake Russell Trio, Paul Eason, Shad Blair, Michael O'Connor, Dub Miller, Matt Skinner, Adam Odor, Graham Weber, HalleyAnna, Tres Womack, The Lucky Tomblin Band (featuring John X Reed, Earl Poole Ball, and Redd Volkaert), Big John Mills and the Texas Roadawgs, Dr. G and the Mudcats, Houston Marchman, Jimmy Baldwin, Robin English, Mike Ethan Messick, Matt Harlan, Rex Robards and the Barefoot Cowboy Band, John Evans, 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 songwriting by conducting songwriting classes, workshops, seminars, public forums, panels, lectures, concerts and similar programs. Some of these programs are ongoing, with new programs launching each year. We continue to perpetuate the legacy of the Cheatham Street Warehouse by nurturing, developing, and promoting the next generation of songwriters and musicians.

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.”*

CSMF hopes to foster a deeper appreciation of the role of music in the economic, social, and cultural life of Texas by encouraging a greater public understanding of the history of Texas music. The foundation accomplishes this through community-based interaction between songwriters, performance artists, and civic and educational groups.

CSMF’s current goal is to renovate, and preserve the one hundred year old Cheatham Street Warehouse property in order to 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.

Kent Finlay has donated nearly \$20,000 to the organization to date as well as all of the proceeds from Cheatham Street Warehouse’s annual events “BIGfest” and “Kent’s Birthday Party”.

CSMF is also working to increase programing efforts to support and promote upcoming artists though various events and workshops. These programs include panel discussions on various topics relevant to all aspects of songwriting and the life of a songwriter. CSMF has also partnered with Texas State University and The National Writing Project to offer a summer songwriting camp to Texas high school students. The week long program aims to help develop and promote the art of songwriting to the next generation of songwriters.

More information can be found at www.CheathamStreetFoundation.org.

BIGfest Sponsorship Packages

Presenting Partner - \$3,000+

As the top-tier sponsor for BIGfest, 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 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 20 Three Day Passes to BIGfest

Premier Partner - \$1000

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

Official Partner - \$500

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

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 poster
- 4 Three Day Passes to BIGfest

Friend of BIGfest - \$100

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

* 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 15,000+ 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

Sponsor BIGfest

Sponsor's Company/Name: _____

Address: _____ Zip: _____

Contact Name: _____ Title: _____

Phone Number: _____ E-mail: _____

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

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.

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



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