



Blues Blast 2018 Sponsorship

The Phoenix Blues Society, founded in 1989, is one of more than 190 national affiliates of the Blues Foundation. As a 501(c)(3) not for profit corporation, The Phoenix Blues Society's mission is to promote and perpetuate Blues music in Phoenix and surrounding areas.

The Phoenix Blues Society is a grassroots, all-volunteer organization which supports local and national musical acts, Blues culture and heritage, and music education through our *Blues In The Schools* Program. Additionally, PBS holds an annual Blues music competition. The winner of the competition is sponsored by PBS to travel to Memphis, TN to compete in the International Blues Competition.

PBS holds one major event each year, our Blues Blast blues music festival. In 2018 Blues Blast will be held at Margaret T. Hance Park in Phoenix. The event will showcase local Blues talent with 1-2 national acts as an additional draw to the community. Our festival will be held on Saturday, March 10, 2018.

PBS is a membership organization, and is supported by member dues. Member benefits include: free PBS gear, free attendance at membership meetings held at Blues venues throughout the Valley, and discounted tickets for select Blues acts at a variety of venues throughout the year. Membership demographics span all age and socio-economic groups. From doctors to bikers, young professionals to boomers the Blues draws individuals of all ages, nationalities and from all walks of life.

How the Event is Promoted:

- Social media: designed to attract younger concert goers to the event
- Email blasts to all PBS members and past concert attendees (1500+ per week)
- Posters and flyers at locations throughout the Phoenix Metro area
- Ticket presale locations and websites
- Banner ads
- PBS website and event website
- Press releases distributed to statewide media
- Online advertising on targeted sites
- Radio and print advertising in targeted markets

Sponsorship benefits include:

- Reach an upwardly mobile audience of approx. 5,000 people with event attendance averaging 2,500+
- Free event attendance for Sponsor and selected employees (varies by sponsorship level)
- Support Arts in the Valley of the Sun
- Complimentary booth to promote Sponsor's business
- Volunteer opportunities for Sponsor's employees
- Selected sponsorship levels include meet and greet with artists backstage
- Selected sponsorship levels include signed merchandise by artists (when available)

Contact Phoenix Blues Society @ info@phoenixblues.org for more information about becoming a sponsor, or go online @ www.phoenixblues.org to download a sponsor application form.

Thank you for supporting the Blues in Arizona!

Jim Crawford, President
Phoenix Blues Society