



MCFARLAND PARK | AUGUST 14, 2021



2021

SPONSORSHIP

OPPORTUNITIES

Shoals Music Group Presents:

**1st Annual Shoals
Southern Soul Music
Festival on Saturday
August 14, 2021 on the
Tennessee River at
McFarland Park in
Florence, AL.**

**Featuring:
Calvin Richardson
Sir Charles Jones
Bigg Robb
King South**

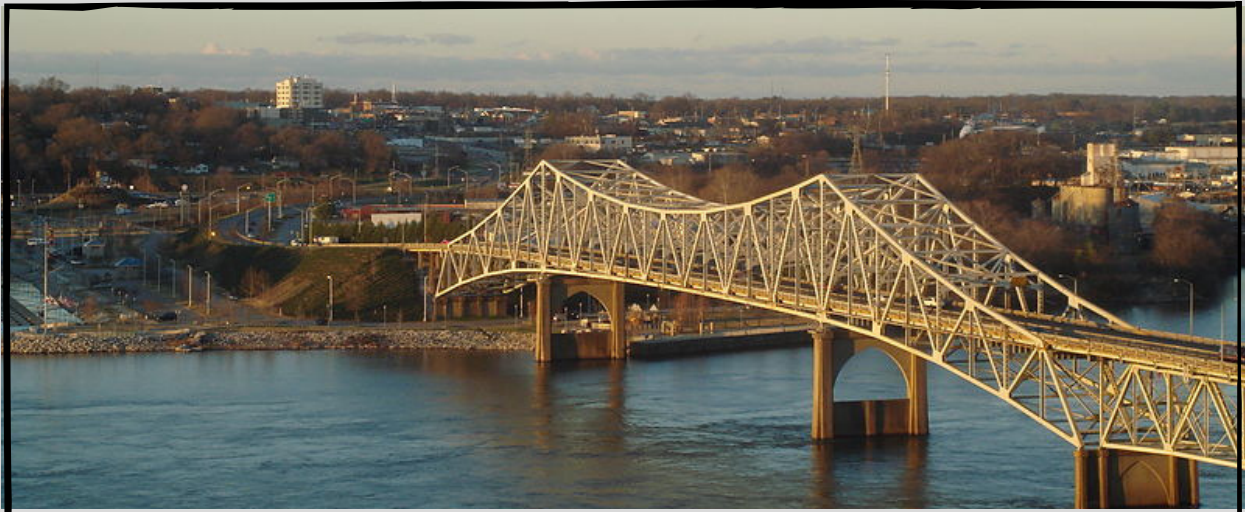
shoalssouthernsoulfestivals.com

Shoals Music Group has been Marketing and promoting concerts and tours for over 25 years and an exclusive marketing background with Sprint, Lexus, Mercedes-Benz, Nissan, Infiniti, Dodge, Toyota and Mitsubishi.



Top Talent includes:

Roger Troutman, Anthony Hamilton, Temptations, Urban Mystic, Jamie Foxx, Ready for the World, O'Jays, Will Downing, Gerald Albright, Mike Epps, Outkast, Goodie Mob, Cool Breeze, Cash Money, 3 6 Mafia, Project Pat, Ludacris, Run DMC, DJ Hurricane, Sniper Unit, Boosie, Lavell Crawford, Rickey Smiley, Phyllis Hyman, Vesta, and YZ.



ABOUT THE FESTIVAL

With over 25 Years of experience in the Music Industry, Shoals Music Group has partnered with numerous Award Winning Artists like Calvin Richardson, Bigg Robb, King South, and Sir Charles Jones to bring a premier Music Festival to Florence, AL that is unrivaled by any other in the country. With Ticket Sales already pre ordered from over 600 miles away, this festival will bring fans from all corners of the country, all backgrounds, and every generation to witness the beginning of a new festival and adding to the musical prestige this area has seen for decades.

Primary Sponsor

\$20,000

- 12 Weeks Advertisement
- Logo/Name on Festivals Webpage with company website hyperlink.
- Advertisement Listed:
 - Print
 - TV
 - Social Media
 - Posters
 - T Shirts
 - Banners
 - Radio Placement
 - Flyers
- Company Name to be mentioned throughout the festival as Primary Sponsor.
- Stage Banner Placement
- 16 VIP Tickets with onsite parking.
- Prime location for Company Set Up
- Stage time for company representative to present products, promotions, and promote sales

Ultimate Sponsor

\$15,000

- 12 Weeks Advertisement
- Logo/Name on Festivals Webpage with company website hyperlink.
- Advertisement Listed:
 - Print
 - TV
 - Social Media
 - Posters
 - T Shirts
 - Banners
 - Radio Placement
 - Flyers
- Company Name to be mentioned throughout the festival as Ultimate Sponsor.
- Stage Banner Placement
- 12 VIP Tickets with onsite parking.
- Prime location for Company Set Up

Grand Sponsor

\$10,000

- 12 Weeks Advertisement
- Logo/Name on Festivals Webpage with company website hyperlink.
- Advertisement Listed:
 - Print
 - TV
 - Social Media
 - Posters
 - T Shirts
 - Banners
 - Radio Placement
 - Flyers
- Company Name to be mentioned throughout the festival as Ultimate Sponsor.
- Stage Banner Placement
- 10 VIP Tickets with onsite parking.
- Prime location for Company Set Up

Supporting Sponsor

\$5,000

- 12 Weeks Advertisement
- Logo/Name on Festivals Webpage with company website hyperlink.
- Advertisement Listed:
 - Print
 - TV
 - Social Media
 - Posters
 - T Shirts
 - Banners
 - Flyers
- Company Name to be mentioned throughout the festival as Ultimate Sponsor.
- Stage Banner Placement
- 6 VIP Tickets with onsite parking.

Diamond Sponsor

\$2,000

- 12 Weeks Advertisement
- Advertisement Listed:
 - Social Media
 - T Shirts
 - Flyers
- 6 VIP Tickets with onsite parking.

Platinum Sponsor

\$1,500

- 12 Weeks Advertisement
- Advertisement Listed:
 - Social Media
 - T Shirts
 - Flyers
- 5 VIP Tickets with onsite parking.

Gold Sponsor

\$1,000

- 12 Weeks Advertisement
- Advertisement Listed:
 - Social Media
 - T Shirts
 - Flyers
- 4 VIP Tickets with onsite parking.

Silver Sponsor

\$500

- 12 Weeks Advertisement
- Advertisement Listed:
 - Social Media
 - Flyers
- 3 VIP Tickets with onsite parking.

Bronze Sponsor

\$250

- 12 Weeks Advertisement
- Advertisement Listed:
 - Social Media
 - Flyers
- 2 VIP Tickets with onsite parking.

Sponsorship Agreement

Sponsor Company: _____

Contact: _____

Bus. Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-Mail: _____

Day of Event Contact: _____

Day of Event Phone: _____

Day of Event E-Mail: _____

Please Circle Sponsorship Package:

Primary Sponsor

Ultimate Sponsor

Grand Sponsor

Supporting Sponsor

Diamond Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Payment Information

Please send payment information to :

Dalton Swinney
Shoals Music Group
4820 University Dr. Suite 31
Huntsville, AL 35816

Email Logo Art to:

Dalton Swinney
swinneydalton@yahoo.com

Please Send Sponsorship information with
this form signed via mail to:

Dalton Swinney
4820 University Dr. Suite 31
Huntsville, AL 35816

Name: _____

Signature: _____

Date: _____