

A photograph of a male musician playing an electric guitar on stage. The scene is bathed in a deep blue light, creating a moody atmosphere. The musician is wearing a dark t-shirt and is captured in a side profile, looking down at his instrument. The background is blurred, suggesting a large audience or a festival setting.

**SYDNEY  
BLUES  
& ROOTS  
FESTIVAL**

**WINDSOR • 28, 29, 30 OCTOBER 2011**

# SYDNEY BLUES & ROOTS FESTIVAL 2011

THE SYDNEY BLUES & ROOTS FESTIVAL will be held in Windsor on 28, 29 & 30 October 2011. Three local and long-established Hawkesbury businessmen are promoting the festival.

AS WELL AS CELEBRATING the promoters' love of Australian rhythm and blues music, the festival is also an opportunity to showcase the historic Windsor district, gain increased tourism, and develop business and commercial opportunities.

THE FESTIVAL WILL BE HELD in October to take advantage of spring weather conditions and so will avoid clashes with other festivals and local events.

IT IS ACKNOWLEDGED that there has been a proliferation of music festivals around Australia in recent years. Interestingly, though, all the blues festivals in NSW are held in country and coastal areas — Byron Bay, Batemans Bay, Goulburn, Thredbo, and Wagga Wagga. Sydney does not have a comparable blues festival. Windsor is an ideal location for such a festival because of its accessibility, history, dining and varied accommodation facilities, unique village-like atmosphere and relaxed ambience.

THE FESTIVAL FORMAT is similar to that of other successful festivals such as Goulburn, and Broadbeach, where events are held in a variety of venues throughout the central business precinct, including hotels,

restaurants, cafés and outdoor venues including the Hawkesbury Paddlewheeler. All venues are within easy walking distance to each other.

THE FESTIVAL is promoted as a safe and friendly event, transcending barriers of age, gender and culture, presented in intimate performance spaces.

THE VERY BEST of established and emerging blues and roots acts from around Australia, presenting diverse styles of music, will be showcased. Local musicians and other young performers are encouraged and given particular attention. Additional activities will include market stalls, buskers, jam sessions, workshops and youth groups.

ESTIMATING accurate attendance figures at this early stage is difficult, BUT based on attendances at the 2009 and 2010 festivals, it is expected that between 2 000 and 3 000 patrons each day will attend the festival.

NOW INTO ITS THIRD YEAR the festival has enjoyed steady growth, with increased attendances, additional venues, both electronic and print media exposure along with an increase in corporate sponsorship. The promoters are now enthusiastically looking forward to the Sydney Blues & Roots Festival becoming one of the premier events on the music calendar.

WE LOOK FORWARD TO WORKING WITH YOU.

SYDNEY BLUES & ROOTS FESTIVAL PROMOTERS

**“We couldn't fault it. The Paddlewheeler was a highlight. We'll be back, with friends!”**

BOB & CATHY, CLARENCE TOWN, NSW



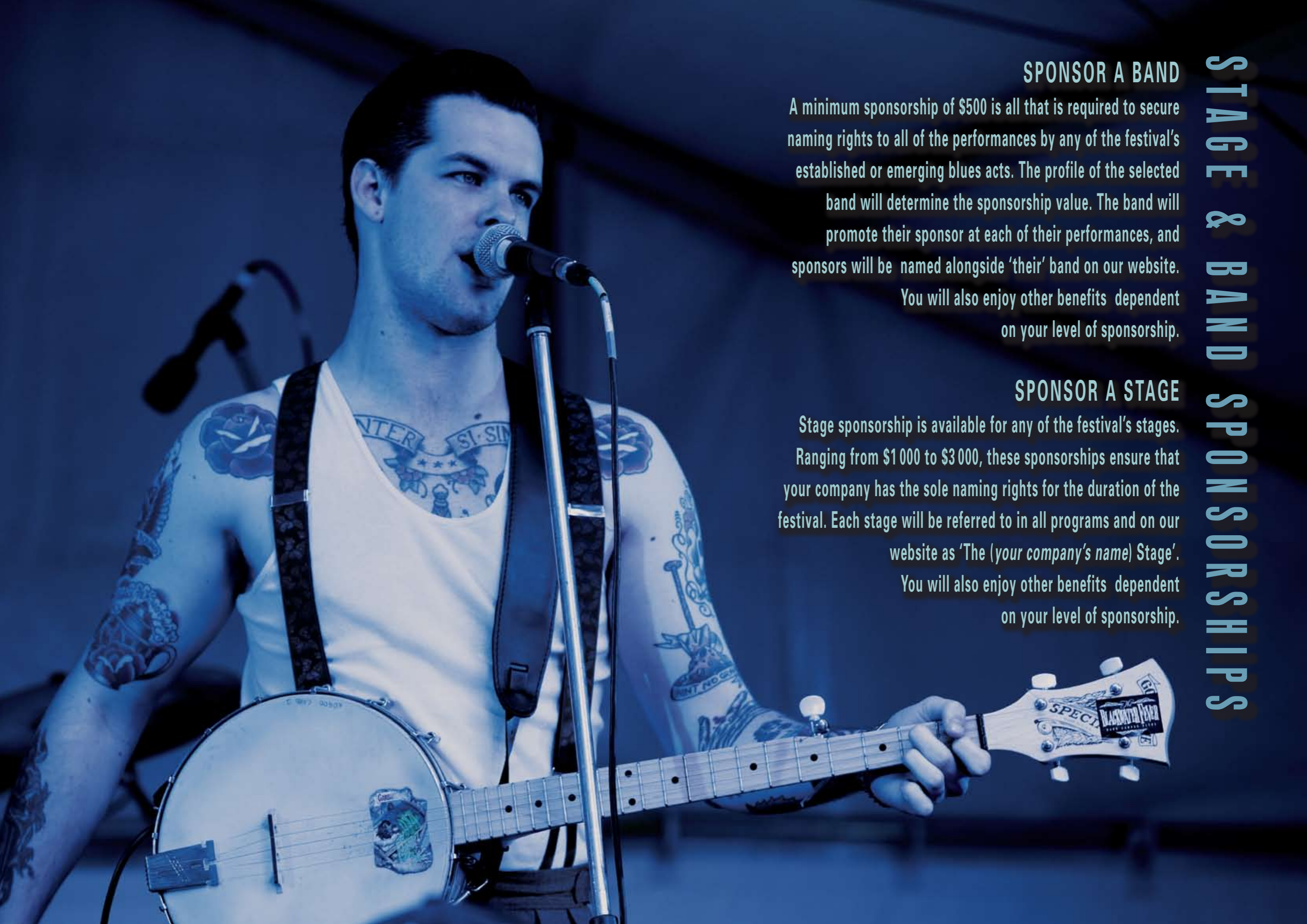
# NAMING RIGHTS SPONSORSHIP

- 6 invitations to official launch party
- 40 festival day passes
- Full page advertisement in Souvenir Festival Program
- Logo on all festival advertising and promotional material
- Prominent banner and signage display throughout festival precinct
- Spruiking opportunity with signage at Official Opening and Closing Ceremonies
- Logo on Sydney Blues & Roots Festival official website
- Sponsor posters
- Logo on event posters
- Promotional display at Sydney Blues Festival Office during festival
- Premier mention and acknowledgement of support in all media releases
- Link to sponsor's home page
- Free site during festival for promotional display
- Premier mention and acknowledgement of support at all venues
- Promotional display at performances and venues
- Logo on Festival correspondence
- Logo on 10 000 official festival flyers

**COST \$50 000**

**“After just two years the Sydney Blues Festival at Windsor has really found its feet. With a close network of accommodating stages; a large loyal and receptive audience and a deft mix of steaming blues acts and appealing fellow travellers — it is well on its way to becoming a festival fixture in this country. I can’t wait for number three.”**

**GLENN A BAKER**



# STAGE & BAND SPONSORSHIPS

## SPONSOR A BAND

A minimum sponsorship of \$500 is all that is required to secure naming rights to all of the performances by any of the festival's established or emerging blues acts. The profile of the selected band will determine the sponsorship value. The band will promote their sponsor at each of their performances, and sponsors will be named alongside 'their' band on our website. You will also enjoy other benefits dependent on your level of sponsorship.

## SPONSOR A STAGE

Stage sponsorship is available for any of the festival's stages. Ranging from \$1 000 to \$3 000, these sponsorships ensure that your company has the sole naming rights for the duration of the festival. Each stage will be referred to in all programs and on our website as 'The (your company's name) Stage'. You will also enjoy other benefits dependent on your level of sponsorship.

**“Fabulous! It was well worth  
the drive from Adelaide.”**

**TOM CARTWRIGHT & LIZ HALL, ADELAIDE**

- 6 invitations to official launch party
- 30 festival day passes
- Full page advertisement in Souvenir Festival Program
- Logo on all festival advertising and promotional material
- Prominent banner and signage display throughout festival precinct
- Spruiking opportunity with signage at Official Opening and Closing Ceremonies
- Logo on Sydney Blues & Roots Festival official website
- Sponsor posters
- Logo on event posters
- Promotional display at Sydney Blues Festival Office during festival
- Premier mention and acknowledgement of support in all media releases
- Link to sponsor's home page
- Free site during festival for promotional display
- Premier mention and acknowledgement of support at all venues
- Promotional display at performances and venues
- Logo on Festival correspondence
- Logo on 10 000 official festival flyers

**COST \$20 000**

**PLATINUM SPONSORSHIP**

**“Music, food, great friendly venues.  
Windsor’s been such a well  
kept secret. Not anymore!”**

**THE CAVENDISH FAMILY, STANMORE, NSW**

- 4 invitations to official launch party
- 18 festival day passes
- Link to sponsor’s home page
- Free site during festival for promotional display
  - Sponsor posters
  - Premier banner display
- Company logo on event posters
- Free promotional stall in Windsor mall
  - Up to 25 weeks exposure
- Full page advertisement in Souvenir Festival Program
- Logo on all festival advertising and promotional material
- Logo on Sydney Blues & Roots Festival official website
- Promotional display at Sydney Blues Festival Office during festival
- Premier mention and acknowledgement of support in all media releases
- Premier mention and acknowledgement of support at all venues
- Promotional display at performances and venues
  - Logo on Festival correspondence
- Logo on 10 000 official festival flyers

**COST \$10 000**

**GOLD SPONSORSHIP**

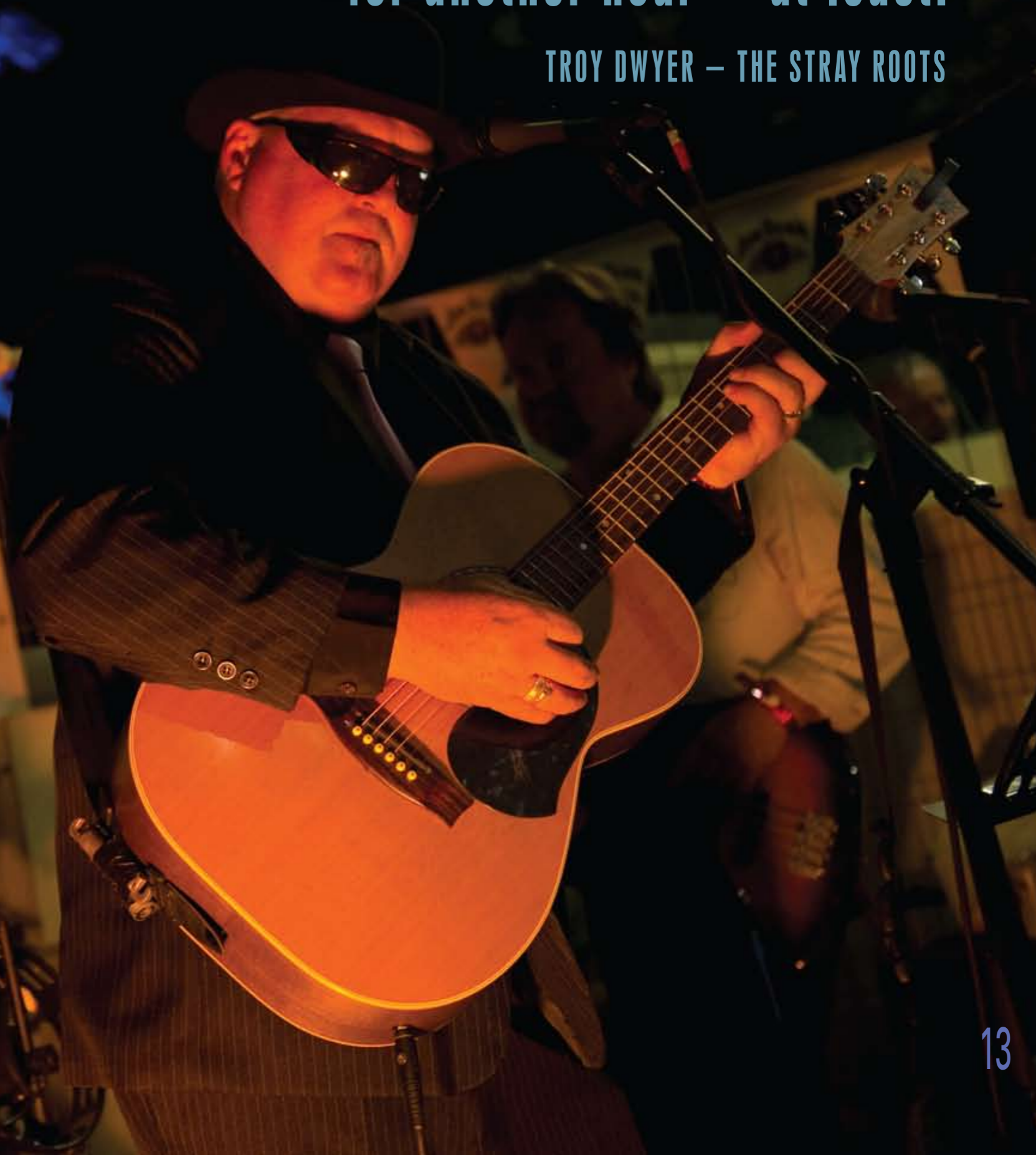
# SILVER SPONSORSHIP

- 4 invitations to official launch party
- 12 festival day passes
- Link to sponsor's home page
- Free site during festival for promotional display
- Sponsor posters
- Premier banner display
- Free promotional stall in Windsor mall
- Up to 25 weeks exposure
- Half page advertisement in Souvenir Festival Program
- Logo on selected festival advertising and promotional material
- Logo on Sydney Blues & Roots Festival official website
- Promotional signage and material at Sydney Blues Festival Office during festival
- Premier mention and acknowledgement of support in all media releases
- Premier mention and acknowledgement of support at all venues
- Logo on 10 000 official festival flyers

**COST \$5000**

**“Great gig! We could have played for another hour – at least!”**

**TROY DWYER – THE STRAY ROOTS**



## BRONZE SPONSORSHIP

- 4 invitations to official launch party
- Festival day passes
- Sponsor posters
- Up to 25 weeks exposure
- Link to sponsor's home page
- Promotional signage and material at Sydney Blues Festival Office during festival
- Logo on 10 000 official festival flyers
- Acknowledgement of support in selected media releases
- Quarter page advertisement in Souvenir Festival Program
- Logo on selected festival promotional material
- Logo on Sydney Blues & Roots Festival official website
- Free site during festival for promotional display

COST \$1500

## CRYSTAL SPONSORSHIP

- 2 invitations to official launch party
- Festival day passes
- Link to sponsor's home page
- Logo on selected festival promotional material
- Logo on Sydney Blues & Roots Festival official website
- Acknowledgement of support in selected media releases
- Company name on 10 000 official festival flyers
- One eighth page advertisement in Souvenir Festival Program
- Sponsor posters
- Up to 25 weeks exposure

COST \$500

**“Even better  
than last year!”**

**PAULA & MICK , CANBERRA**

# CONTACTS

[www.sydneybluesfestival.com.au](http://www.sydneybluesfestival.com.au)

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# PROMOTERS

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## SYDNEY BLUES & ROOTS FESTIVAL

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