

# JAMROCK FESTIVAL!

ONE DAY... ONE MUSIC... ONE LOVE!

[www.jamrockfestival.com](http://www.jamrockfestival.com)

**Saturday, September 20, 2008**

**The Outdoor Amphitheatre at Raleigh Little Theatre**

## **SPONSORSHIP INFORMATION**

The **JamRock Festival** is a true Jamaican ethnic experience that offers an excellent and cost-effective marketing and promotional opportunity for participating sponsors, while also helping charitable organizations to raise much needed funding.

### **~~~~~ About the Event ~~~~~**

The following briefly describes many of the exciting features of the JamRock Festival.

- The **JamRock Festival** comes alive with music. Several live musical performances representing Reggae styles will be introduced as well as a popular DJ playing reggae and soca music.
- A large emphasis of the event will be on the world-recognized phenomenon of "Jamaican Cuisine" with many vendors serving their own specialties.
- Patrons will also be able to tantalize their taste buds and enjoy many other forms of original Caribbean delicacies—Jamaican patties, natural juices, sodas, beers and more, which will be offered for sale in the Vendor's Pavilion.
- Unique, hand-made West Indian Arts & Crafts items will also be for sale.
- A Kids Zone area will bring island fun for the young at heart.
- A portion of the proceeds will be donated to the Boys & Girls Club of Raleigh & several other international charitable organizations that are currently being reviewed

The **JamRock Festival** is truly a complete family event which will be held on an annual basis.

### **~~~~~ Event Statistics and Promotions ~~~~~**

The **JamRock Festival** is being held at the The Outdoor Amphitheatre at Raleigh Little Theatre near NCSU's campus located about **3 miles from downtown Raleigh**. The Festival will take place from 9am-6pm and an estimated total of 3,000 people are expected to attend within those hours. Surrounded by several other

communities, such as **Durham, Cary, Garner, Wake Forest, Holly Springs and Fuquay Varina**, there is a diverse population among these areas.

The possible avenues for Sponsors to benefit from are:

- Inclusion in on air radio promotion.
- Print Media promotions through press releases and potential other print articles.
- Flyer Distribution through the **JamRock Festival** street team, with over 10,000 flyers being circulated.
- Internet Promotions through the JamRock Festival website and extensive email distribution.
- Promotion and marketing at the festival itself on September 20, 2008

With these opportunities at a professionally organized event, sponsors will have the potential to reach a very large and diverse part of the population in the Triangle area.

To participate or obtain further information, please contact us at [info@jamrockfestival.com](mailto:info@jamrockfestival.com)

### ~~~~~ Presenting Sponsor ~~~~~

Official, titled, presenters of: "**JamRock Festival**"  
Referred to as such in all promotions and mentions of the event  
Mention in all media promotions  
Exclusivity for product promotion with event  
Includes all benefits offered with packages below  
**\$2,000**

### ~~~~~ Official Sponsor ~~~~~

Titled as a Main Sponsor of: "**JamRock Festival**"  
Web site link on [www.jamrockfestival.com](http://www.jamrockfestival.com) web site  
Covered Tent in the Vendor Pavilion for sponsors use  
Includes all benefits offered with packages below  
**Limited packages available: \$1,000**

### ~~~~~ Community Sponsor ~~~~~

Named Sponsor at the event  
Mentioned as a Sponsor in all print media promotions  
A booth spot for company usage at the event  
**Limited packages available: \$500**

### ~~~~~ Vendor Sponsor ~~~~~

A booth spot for company usage at the event  
**Limited packages available: \$175**