



# Partnership Opportunities

**Mammoth Festival of Beers & Bluesapalooza can customize a festival brand-marketing package to fit your organization's needs.**

The non-commercial atmosphere of our festival assures that your image will never be lost among a myriad of corporate logos. Like you, we are selective in how we align and partner our brand. Our promise is to create an effective promotional partnership that fits both your organization's mission and our festival's unique, inherent culture.



# Festival beginnings: 23 years of fun!

“Had such a GREAT time—thank you, Mammoth Bluesapalooza! So many great people and good beer and music! You really killed it with the bands! This is the BEST blues and brews festival I have ever been to. Definitely will be back next year!” —Stacey B, Attendee

The Mammoth Festival of Beers and Bluesapalooza started 23 years ago in Mammoth Lakes, California, in the parking lot of Whiskey Creek Restaurant with just ten breweries and a handful of beer-lovers. With BBQ ribs on the grill and a local garage band playing from the roof of the restaurant, it was a fun beginning. The idea behind the event was simple—have some fun and introduce Mammoth locals to the joys of handcrafted beers. The second year we threw in some real blues and a lot more breweries and we’ve never looked back. From these humble beginnings as one of the first craft beer and blues festivals, the event today attracts thousands of attendees from all over the world and is recognized as one of the best festivals of its kind in the United States.

**Fun has always been our top priority.** Mammoth Bluesapalooza has a well-deserved reputation for presenting a unique variety of legendary blues performers—a mix of styles and genres with both national and international headliners. The craft beer lineup is equally impressive with tastings from more than 60 participating brewers from all over the country.

## The most beautiful venue in the West.

It’s all outdoors among the pines—four days of incredible music and the best craft breweries in the country. This is Mammoth Lakes’ biggest event and the best party of the summer!

In winter, Mammoth Lakes is home to world-class skiing; in summer, it hosts the best Blues and Brews festival in the West. At 8000 feet, Mammoth is a beautiful mountain resort located near Yosemite National Park in the cool Eastern High Sierra, offering such outdoor adventures as skiing, golfing, kayaking, rock climbing, mountain biking, fishing, hiking, camping and world-class resort facilities. Mammoth Lakes is full of active people looking for adventure: the perfect place to spend a “blues and brews weekend.” Welcome to Altitude!

## Bluesapalooza: a one-of-a-kind live event!

**Dates** 4 days: August 2–5, 2018

**Expected and Historical Attendance** 7000+ people

**Participating Craft Breweries** 60+ with 2 days of tasting, pouring over 200 craft beers

**Participating Vendors (Food and Retail)** 35–40

**Performers** 20+ bands on two stages

**Venue** 10-acre wooded amphitheater, The Wood Site on Minaret Road (located in the center of Mammoth Lakes, California)

**Mammoth Lakes, CA** visit [www.visitmammoth.com](http://www.visitmammoth.com)

# Pure California.

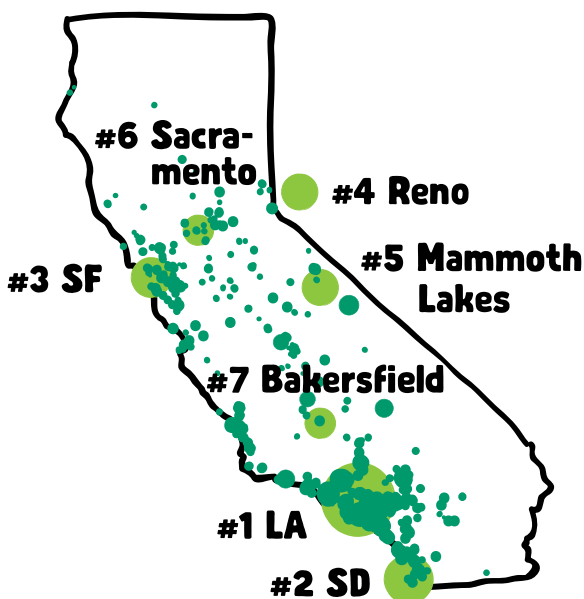
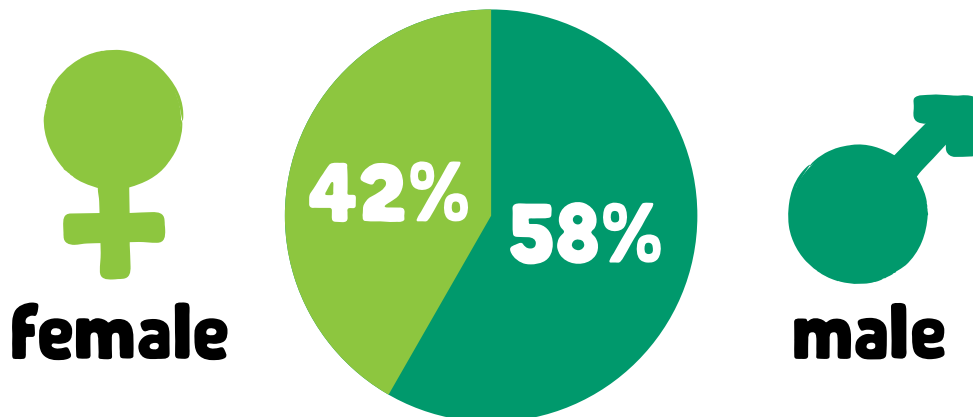
“The BEST!! No better collection of the finest craft beer, blues, and the best people! An annual event for us—don’t miss it!” —Morris C, Attendee

Our attendees come from all over the world, but primarily from all over California. If you are looking for an event that offers your organization a unique mix of Southern and Northern Californians with a generous mix of folks from the Central Valley, Nevada and beyond, this is the festival for you.

## Who’s coming to the party?

Over 7,000 party-goers attended the 2015 festival, presenting yet another sold-out crowd for this growing and successful event. Attendance is capped at our present venue to give the attendee a unique and enjoyable experience.

## 2015 TICKET PURCHASERS



**LOYAL FOLLOWERS**  
More than 80% are repeat attendees.

AGES	
21-39 years	32%
40-49 years	18%
50-65 years	49%

# The production team behind the Mammoth scene

This year, production partners Mammoth Brewing Company (MBC) and HarvestMoon are proud to team up to produce the Mammoth Festival of Beers and Bluesapalooza for its 23<sup>rd</sup> year. We are focused on a continued tradition of providing the classic “Mammoth Experience” that creates impressions and leaves lasting connections for all attendees.

With over 30 years experience producing and promoting branded events and festivals, our team understands what it takes to create the concept of cool, the excitement of buzz, and the promise of a feel-good experience. We are a consortium of creative people—a cohesive team of dedicated professionals specializing in all aspects of event management, promotion, marketing, and event production. We share a passion and commitment for producing extraordinary events, and hope you will join us to make this year’s Mammoth Festival of Beers and Bluesapalooza one for the record books.

## How the event is promoted

After 23 years, the event has built a loyal following of returning participants, and their word-of-mouth endorsement has contributed greatly to selling out the festival each year with over 7,000 blues and brews lovers. In addition to this consistent historical support, we market and promote the festival through a variety of creative campaigns and promotions. Your brand will gain maximum exposure throughout the year to these targeted attendees.

With this being a four-day festival, and with the majority of attendees purchasing multi-day tickets (2, 3 and 4 days), your brand will have numerous opportunities for on-site impressions.

**The Festival’s website is the cornerstone of our marketing and promotion:**

<b>2015 Users</b>	<b>63,214</b>	<b>New visitors</b>	<b>55.6%</b>
<b>2015 Page Views</b>	<b>220,439</b>	<b>Returning visitors</b>	<b>44.4%</b>

**Social Media is playing an expanding role in the festival’s outreach, and growing each day:**

<b>Facebook Fans</b>	<b>6,200+</b>
<b>Twitter &amp; Instagram Followers</b>	<b>2,200+</b>

**We also utilize the following marketing channels:**

- Event website [www.MammothBluesBrewsFest.com](http://www.MammothBluesBrewsFest.com)
- Boosted and targeted ads on social networking sites and music streaming services
- Multiple email blasts/e-ads, plus videos to targeted opt-in recipients; over 15,000 opt-in recipients in the festival database and over 75,000 recipients in the ticketing server database, and 30,000 opt-in recipients in our tour and travel database
- Daily social media activity
- Print ads in selected music festival guides and craft beer publications
- Posters/rack cards at select locations, breweries, and direct distribution
- Radio and print advertising in targeted markets
- Co-op ads and distribution through other regional music festivals
- Ticket pre-sale locations and websites
- Electronic banner ads
- Press releases distributed to national and regional media and blogs

# Partnership opportunities

The festival provides long-term exposure for promotional partners through marketing, advertising, publicity, face-to-face interaction and product sampling as well as involvement in a variety of other creative promotions and event attractions. All event sponsorship agreements are one-year terms.

In addition to the benefits listed, MFBB partners will receive additional “value added” promotional benefits at the festival as opportunities arise. Depending on your level of cash or in-kind donation, the following promotional opportunities are available.

## Pre-event Promotions

- Website: company logo, link and short description on the partner page, and banner ads at other locations.
- Banner/logo exposure on email blasts and targeted ads
- Logo inclusion on all promotional materials for the festival (15,000 rack cards, 1,000 posters, print advertising, and press releases)
- Logo on printable online tickets and ticket confirmations
- Mentions in editorials and press releases
- Feature posts on social media (Facebook; Twitter; Instagram)

## On-site Promotions

- Souvenir Program ad (5,000+ printed and distributed)
- On-site banner placement
- Stage shout-outs throughout event
- Character generator/broadcast graphics on festival video stage monitors
- Booth space with sampling opportunities
- Ability to promote company with product placement (face-to-face or displayed)
- Naming rights for stages, bars, food courts, hospitality areas
- Logo on merchandise, wristbands, lanyards, cups
- Additional tickets for employees and clients

# Besides Bluesapalooza

Exclusive low-cost website listing opportunity for select businesses and organizations: this is a unique opportunity to support the festival and advertise your services and products to Bluesapalooza attendees.

- A photo or logo box on the **Local Businesses** page of the new festival website with a drop-down description of your product, service or special offering (see mock-up below).
- Your ad will be posted on the website for a one year term.
- Space is limited. Sign up now!



## Join the fun! Be part of the action!

A tailored partnership program is waiting for your organization. For specific information and to discuss promotional opportunities and branded festival marketing packages, please contact:

Jim Vanko      jim@harvestmoonpresents.com  
Sarah Mason    sarah@harvestmoonpresents.com  
Sean Turner    sean@mammothbrewingco.com

805-772-7978, ext. 702  
805-772-7978, ext. 701  
760-275-1676

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