

2024 **SPONSORSHIP** OPPORTUNITIES

BLUE OX

MUSIC FESTIVAL



ABOUT US

BLUE OX

MUSIC FESTIVAL

The Blue Ox Music Festival was founded in 2015 with the vision of an intimate Bluegrass and Americana music experience. It is our goal to provide a fan-centric festival experience that is welcoming and approachable for people of all ages and walks of life. In addition to the music held across three stages, Blue Ox offers a variety of other activities throughout the day including musician workshops, yoga, disc golf, and children's programming. Food and beverage options feature a variety of local and regional food trucks, breweries, wineries, ciders, and craft distilleries.

Both the festival and venue are family owned and operated by a team with over 30 years of music festival experience.

Over the past five years, the Blue Ox Music Festival has featured artists such as Avett Brothers, Charley Crockett, Bela Fleck and the Flecktones, Greensky Bluegrass, The Sam Bush Band, Peter Rowan, Drive by Truckers, The Del McCoury Band, Billy Strings, Margo Price, Preservation Hall Jazz Band, The Devil Makes Three, Trampled By Turtles, Railroad Earth, Tyler Childers, Son Volt and many more...



**5,000 ATTENDEES
EACH OF THREE DAYS**

1 VENUE | 3 STAGES | 45+ ARTISTS

THE VENUE

THE PINES MUSIC PARK IN EAU CLAIRE, WISCONSIN

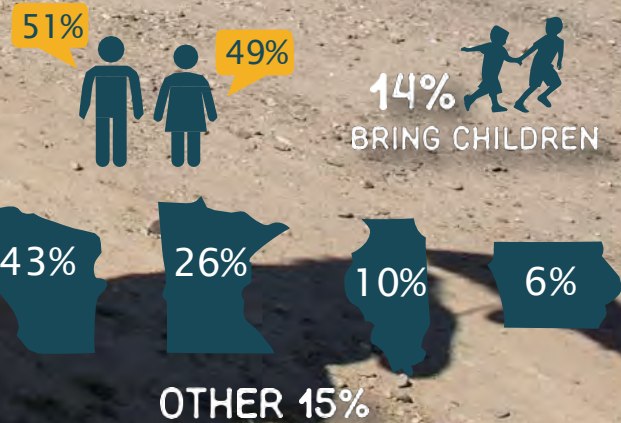
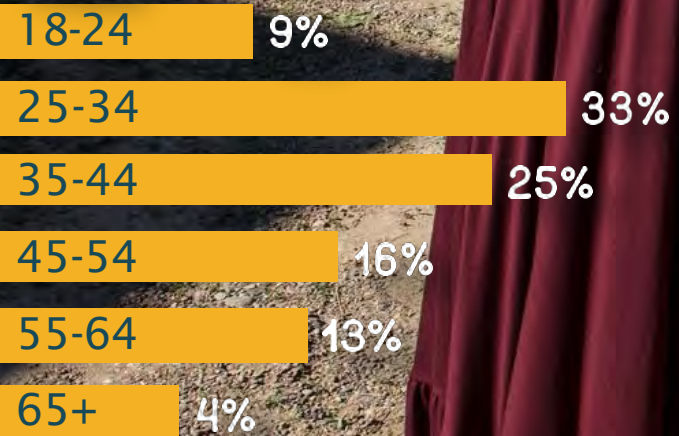
Located in the Northwoods of Eau Claire, Wisconsin The Pines Music Park, spans 120 acres around a centralized concert area. A mix of pines, hardwoods, and prairie make for a true Midwest camping experience for our patrons. Camping under a canopy of towering red pine, oak, and maple provides a comfortable environment. We can accommodate many different types of campers, whether looking for a place to hook up their RV and enjoy the comforts of home, a more rustic tent camping experience, or arriving to a pre-set Glamping site, there is truly something for everyone. The Pines Music Park can accommodate up to 6,500 people. It is a unique site that truly feels “out there” yet is only 4 miles from downtown Eau Claire. This allows easy access to hotels, restaurants, shops, and bars that this emerging Midwestern town has to offer. The festival teams up with a local shuttle company to offer rides to and from area hotels and the downtown area, so there is no need for individuals to drive once they get here.



THE PINES
MUSIC PARK

WHO'S GOING?

AGE



OUR REACH

BLUE OX

MUSIC FESTIVAL

138,000
website visitors

22,000
email subscribers

38,000
Facebook
followers

10,300
Instagram
followers

2024 PARTNERSHIP OPPORTUNITIES

BASIC SPONSORSHIP - PRINT & DIGITAL



The *Print & Digital* package features brand exposure through digital and print exposure in Blue Ox marketing materials. It is our baseline package for getting involved with Blue Ox 2024.

Includes:

- Company link and logo on Blue Ox website.
- Company logo in print program.
- Company logo on printed promotional posters.
- Social media posts recognizing sponsorship.
- (4) 3-Day General Admission Passes

**Additional admission passes available at a discounted rate.*



ON-SITE ACTIVATION SPACE



SPONSORSHIP DETAILS

The *On-site Activation Package* includes all items from the *Print and Digital Package* as well as activation space in a prime location in our festival bowl. Feature your brand surrounded by the action on the Main and Saloon Stages of the action at the 2024 Blue Ox Music Festival.

Includes:

- Company link and logo on Blue Ox website.
- Company logo in print program.
- Company logo on printed promotional posters.
- Social media posts recognizing sponsorship.
- 10'X10' Activation space in main festival bowl.
- (8) 3-Day General Admission Passes

**Additional admission passes available at a discounted rate.*

PRINT PROGRAM FULL PAGE AD



WE PAY TOP DOLLAR FOR...

YOUR USED VINYL, CDs & DVDs

Sell it!

GET AN EXTRA 30% IF YOU CHOOSE STORE CREDIT OVER CASH

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THE ELECTRIC fetus 2000 4th Avenue S Minneapolis - 612.870.9300 www.electricfetus.com

M-F: 9-9 Sat: 9-8 Sun: 11-6

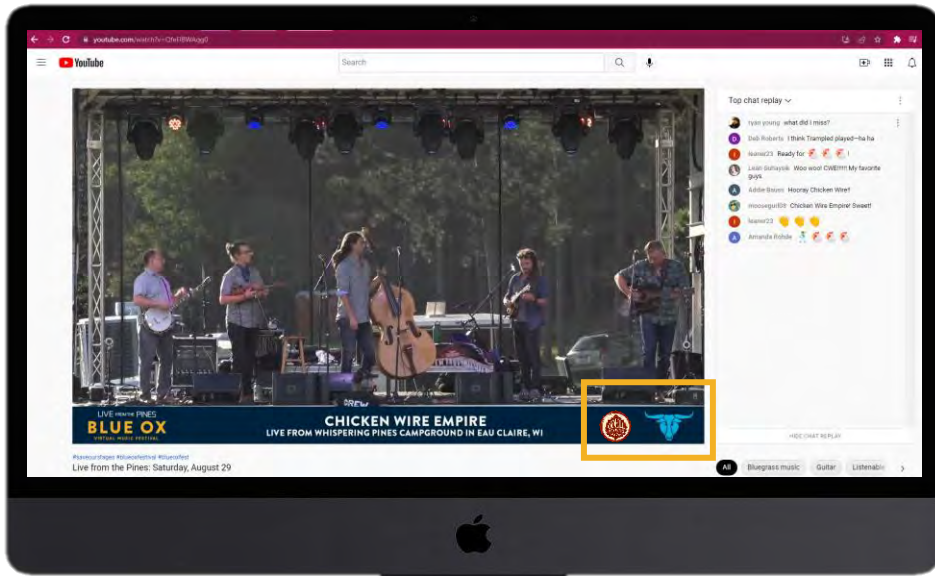
We travel for large collections

Full page ad

ADVERTISING DETAILS

- Blue Ox 2024 welcome program (print)
- 6000+ copies handed out to event attendees!
- Full page color ads
- Booklet specs: 4x5 inch, 64 pages
- Printed on recycled paper
- Raise awareness among music & outdoors enthusiasts
- Keepsake souvenir for festival-goers
- Deadline: April 30, 2024

LIVE STREAM SPONSORSHIP



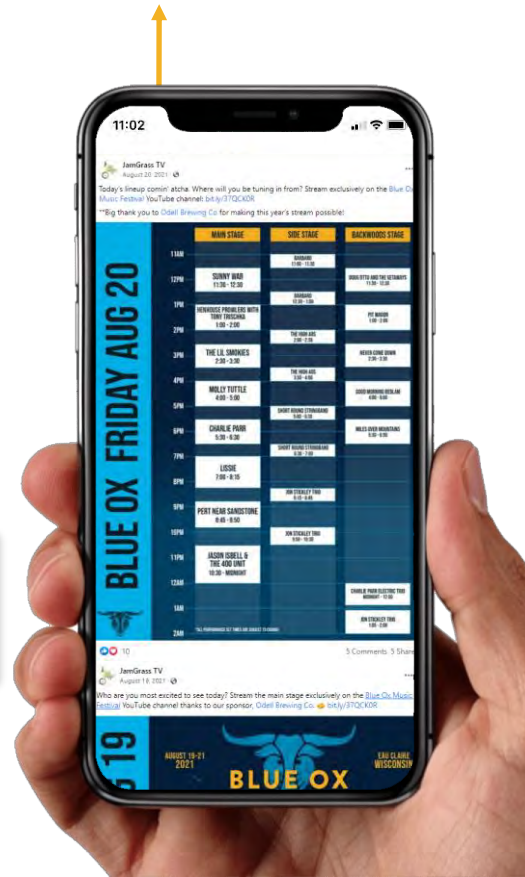
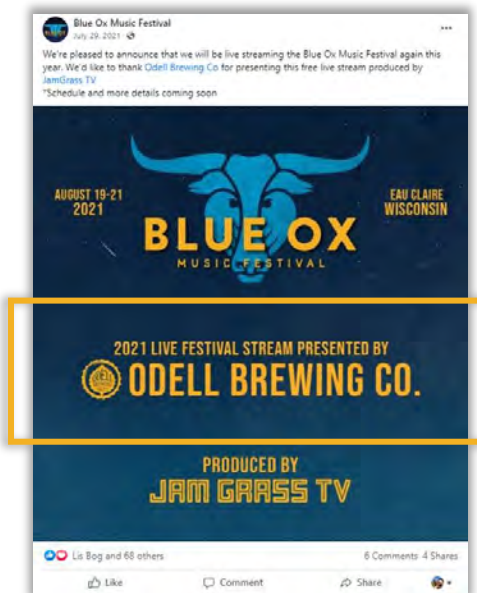
Patently waiting for [Blue Ox Music Festival 2021](#)...Can't make it? Live stream is back thanks to our sponsor, [Odell Brewing Co](#)! You know what that means, tune into main stage performances right to your home.

[bit.ly/37QCK0R](#)

Live streaming is back, baby! We're beyond excited to announce that we will be live streaming this year's [Blue Ox Music Festival](#). Big shoutout to our sponsor, [Odell Brewing Co](#), for making this opportunity possible.

Who are you most excited to see today? Stream the main stage exclusively on the [Blue Ox Music Festival](#) YouTube channel thanks to our sponsor, [Odell Brewing Co](#). [bit.ly/37QCK0R](#)

****Big thank you to [Odell Brewing Co](#) for making this year's stream possible!**



SPONSORSHIP DETAILS

- Blue Ox 2024 Live Stream
- Presented by your brand
- Live concert coverage (32+ hours)
- High-Impact logo placements
 - Lower 3rd bar of live stream
 - Static info graphics between sets of live stream
- **Optional:** Pre-Roll Video (:15 or :30) – between sets
- Full-scale live stream promotion (site, social, e-news)
- Sponsor callouts w/ brand tags, links & logos
- 200,000 Impression & 50,000 unique video views.
- Includes bonus benefits of the *Print & Digital Package*.

BRAND PARTNERSHIP TRADE



PARTNERSHIP DETAILS

- Exchange goods and/or services with Blue Ox
- Blue Ox trade opportunities:
 - Print and/or Digital Media
 - Social Media
 - Logo placements
 - 3-Day GA Weekend Passes
- Some of our past partners:
 - Cedar Ridge Whiskey (spirits)
 - Sweet Legacy (rental furniture)
 - Avalon Floral (floral design)
 - Peace Coffee (caffeine)

THANK YOU!

