

PineCone

People's Stage 2023

& Sponsorships

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FESTIVAL OBLUEGRASS
B LIVE! SM
POWERED BY PNC



PINECONE

WHERE ROOTS MUSIC MATTERS

Your sponsorship supports NC's vibrant music traditions through concerts, festivals, workshops, and radio shows; it helps to fund livelihoods of working musicians throughout all stages of their careers while engaging the next generation of musicians with youth programs.



Bluegrass Festival

IBMA Bluegrass Live! powered by PNC
Sept 29 & 30, 2023



Introducing the PineCone People's Stage

IBMA Bluegrass Live! powered by PNC

Largest free urban bluegrass festival in the world

Hosted in Raleigh, NC since 2013 with an \$18 million annual economic impact, PineCone is the local producer of the festival in collaboration with the IBMA, the City of Raleigh, the GRCVB, and the Raleigh Convention Center.

ATTENDANCE: 200,000+

STAGE: Positioned centrally in the main festival footprint

LINEUP: Artists announced with the 2023 schedule

GOAL: \$30,000

DONATIONS:

- Pledges start at \$1,000 and are capped at \$10,000
- Donors may be public or anonymous
- Funding can be linked to individuals or businesses
- Matching grant promotion is available





Yes! Sign me up to sponsor The PineCone People's Stage

Name of supporter _____

Please recognize my name/business _____

I'd like to remain anonymous _____

Pledge Level:

___ \$1,000

___ \$2,500

___ \$5,000

___ \$10,000 (Title)

Levels & Benefits:

- \$1,000
 - Recognition in press releases
 - Acknowledgement in PineCone marketing: website, newsletters, socials, postcards, emails, posters
 - People's Stage Merch name/logo recognition
 - Social media frames tailored for you
 - Invitation to kickoff party
- \$2,500
 - Stage banners, sandwich boards, scrims recognition
 - Promo item in member tote bags
 - Emcee opportunities
- \$5,000
 - Video interview produced by PineCone; Q&A options provided
 - Product sampling at PineCone table
 - Instrument "Petting Zoo" sponsorship
- \$10,000
 - Vending activation at the People's Stage
 - Photo Booth sponsorship opportunity



FQA (First Question Asked :)

Q: So, if I help sponsor the People's Stage can my band play?

A: No. Nice idea, but this is a fundraising effort to support the festival and help bring more attention to PineCone as an organization. Booking is handled separately.



PineCone: Throughout the Year

Additional Sponsorships

DOWN HOME CONCERT SERIES

Brand yourself with the bands in the Duke Energy Center for the Performing Arts

\$15,000

BENEFITS:

- Onsite branding opportunities :
 - Product placement, sampling
 - Green Room branding
 - Lobby signage
- Pre-show member event sponsor
- Co-branded PineCone swag (ex: guitar pick)
- Branding on ticketing website event info tab
- Branding on the venue website
- Socials, email, newsletter, website



YOUTH PROGRAMS

Fund a camp or school program; create a scholarship.

\$1,500-10,000

BENEFITS:

- Product samples
- Instrument sponsorship acknowledgement
- Scholarship acknowledgment
- Promo item in tote bags
- Attendee email logo presence
- Socials, email, newsletter, website



SMALL CONCERT + WORKSHOP SPACE

Location location location! Financial support allows PineCone to secure venues.

\$1,500-\$4,500

BENEFITS:

- Product exposure
- Brand acknowledgment
- Live workshop streaming sponsorship
- Socials, email, newsletter, website





PineCone: Since 1984

Perform Play Preserve

AUDIENCE

PineCone is a 501 c3 nonprofit serving a multi-generational, culturally diverse, family-oriented demographic in the Raleigh, Durham, Chapel Hill Piedmont of NC. Our programming attracts more than 180,000 people each year.

EVENTS

- IBMA Bluegrass Live! powered by PNC
- Summer Camps
- Down Home Concert Series
- Participatory Jams
- Virtual + In-person workshops
- The PineCone bluegrass radio show
Sunday evenings; WQDR 94.7 FM

SOCIALS

- FB: 7,800
- Twitter: 4,118
- Instagram: 2,316

EMAILS (Open rate: 35%)

- Member e-newsletter: 850
- Concert reminders: 10,000
- Volunteers: 1,300

VIDEO

- Music: Original content
- Workshops: Instructional library

PRINT

- Newsletter: 1,000 per month
- Postcards: 15,000 per full list
- Posters: 300 per distribution





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