

America's Longest-Running Music Festival Returns

MAY 12-19
2024



SPONSORSHIP OPPORTUNITIES

Presented by

**THE JIMMIE
RODGERS FOUNDATION**



ABOUT THE FESTIVAL

The Jimmie Rodgers Music Festival is the oldest and the longest running community festival in the state of Mississippi and the oldest country music festival in the United States. The Jimmie Rodgers Music Festival was organized in May 1953 by Hank Snow and Ernest Tubb, along with the support of Rodgers' family and local citizens, as a memorial to honor Jimmie Rodgers on the 20th anniversary of his death; the festival attracted more than 50,000 attendees.

Due to his influence on all genres of international music and the rich legacy he left behind, the Jimmie Rodgers Music Festival possesses a unique opportunity to continue to draw a wide local, regional, and international audience.

Through thoughtfully-planned promotional and operative efforts, the festival has grown to incorporate diverse musical acts which represent the many genres of international music influenced by Jimmie Rodgers and will continue to prove itself as a major contributor to Mississippi tourism as well as have a positive economic impact for our state.





SPONSORSHIP LEVELS & BENEFITS

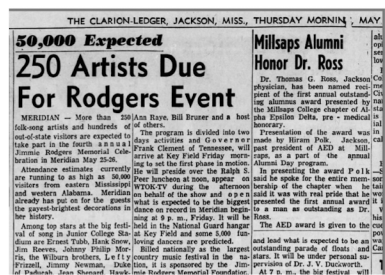
TITLE SPONSOR: \$25,000

- 2 golf team entries (4 person team) and Hole Sponsorship in the Jimmie Rodgers Golf Classic (May 17th, 2024)
- 15 passes to Friday & Saturday events including VIP tent
- Selling, sampling, display and promotional rights from 10'x10' booth space
- Four (4) 3' x 5' banners prominently displayed at festival site
- Placement in all event-related printed materials and internet
- Logo and link on event website

PLATINUM SPONSOR: \$15,000

- 1 golf team entries (4 person team) and Hole Sponsorship in the Jimmie Rodgers Golf Classic (May 17th, 2024)
- 15 passes to Friday & Saturday events including VIP tent
- Selling, sampling, display and promotional rights from 10'x10' booth space
- Four (4) 3' x 5' banners prominently displayed at festival site
- Placement in all event-related printed materials and internet
- Logo and link on event website

NOTE: Sponsor provides all corporate banners. Banners are to have grommets on 4 corners minimum. Sizes must be approved in advance. Festival determines and places all banners.





SPONSORSHIP LEVELS & BENEFITS

GOLD SPONSOR: \$7500

- Hole Sponsorship in the Jimmie Rodgers Golf Classic (May 17th, 2024)
- 15 passes to Friday & Saturday events including VIP tent
- Selling, sampling, display & promotional rights from 10'x10' booth space
- 4 3' x 5' banners prominently displayed at festival site
- Placement in all event-related printed materials and internet
- Logo and link on event website

SILVER SPONSOR: \$5000

- 10 passes to Friday & Saturday events including VIP tent
- Selling, sampling, display & promotional rights from 10'x10' booth space
- 4 3' x 5' banners prominently displayed at festival site
- Placement in all event-related printed materials and internet
- Logo and link on event website

BRONZE SPONSOR: \$1500

- 10 passes to Friday & Saturday events including VIP tent
- 2 3' x 5' banners prominently displayed at festival site
- Placement in all event-related printed materials and internet
- Logo and link on event website

CONNECT

- ☎ (601) 938-7427
- ✉ executivedirector@jimmierodgers.com
- 📘 Jimmie Rodgers Festival & Museum
- 📷 @JRMusicFest

VISIT

Jimmie Rodgers Museum
1200 22nd Ave Meridian, MS 39301

Museum Hours:
Thursday & Friday 11AM - 4PM
Saturday 10AM - 2PM