

America's Longest-Running Music Festival Returns

MAY 8-15
2022



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.



The Jimmie Rodgers Foundation is a 501(c)3 tax exempt organization promoting the mission of maintaining the artistic heritage and memory of Jimmie Rodgers, the Father of Country Music, through community education, special events and continued development of The Jimmie Rodgers Museum.

Pictured: Elvis Presley performing at early Jimmie Rodgers' Day.



SPONSORSHIP LEVELS & BENEFITS

TITLE SPONSOR: \$25,000

2 available, Non-Competitive

- Special press release announcing presenting sponsorship
- Recognition in all radio, television, web, and print ads
- First tier logo placement in all event related printed materials and internet
- Logo and link on event website
- Stage Sponsor
- Dominant banner placement at all venues
- Selling, sampling, display and promotional rights from 10'x20' booth space
- 25 passes to Friday & Saturday event including VIP tent daily
- Table of 8 passes to Sunday Brunch

Title sponsorship packages are available and are tailored to fit sponsor needs. Sponsor provides all corporate banners. Banners to have grommets on 4 corners minimum. Sizes must be approved in advance. Festival determines and places all banners.

PLATINUM SPONSOR: \$15,000

- First tier logo placement in all event related printed materials and internet
- Logo and link on event website
- 8 3' x 5' banners prominently displayed at festival site plus 8' x 10' highly visible banner
- Selling, sampling, display and promotional rights from 10'x10' booth space
- 15 passes to event including VIP tent daily
- Table of 8 passes to Sunday Brunch

The facilities are beautiful, food trucks are great, cold beverages, great music, all outdoors — what more could you ask for? Thanks Meridian! See you next year.

— PATRON TESTIMONIAL

CONNECT

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

VISIT

Jimmie Rodgers Museum
1200 22nd Ave
Meridian, MS 39301

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



SPONSORSHIP LEVELS & BENEFITS

GOLD SPONSOR: \$7,500

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

SILVER SPONSOR: \$5,000

- Placement in all event related printed materials and internet
- Logo and link on event website
- 4 3' x 5' banners prominently displayed at festival site
- 7 passes to event including VIP tent daily

BRONZE SPONSOR: \$1,000

- Logo placement in all event related printed materials and internet
- Logo and link on event website
- 2 3' x 5' banners prominently displayed at festival site
- 5 passes to event including VIP tent daily

FRIENDS OF RICK COURTNEY: \$250

For over 15 years, Rick Courtney's passion was the Jimmie Rodgers Foundation. He was devoted to the mission of the Foundation and for perpetuating the legacy of Jimmie Rodgers through live music. Rick made many lifelong friends along the way that shared the same passion of live music with him. We want to honor Rick and those special friendships that he made and give a tribute in his name to what he loved.

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