



The Maine Blues Festival

Naples, Maine

Always Father's Day Weekend

Maine Blue Festival Mission Statement

The purpose of the Maine Blues Festival is facilitate high-visibility performance opportunities for Maine-based blues artists, to support education programs in Maine public schools and colleges, and to adhere to the proposition that "local business is good business, and local art is good art."

Maine Blues Festival Marketing

Print Advertising

The Bridgton News is a newspaper in [Bridgton, Maine, USA](#) covering local news, sports, business, jobs, and community events. The newspaper is published once a week on Thursday. Founded in 1870, the Bridgton News covers Bridgton and surrounding towns of western Maine. Circulation: 7,200 copies

The Portland Press Herald is a daily newspaper in [Portland, Maine, USA](#) covering local news, sports, business, jobs, and community events. The newspaper is published seven days a week. The Portland Press Herald began publication in 1862 on Congress Street. To this day, its offices remain in the Gannett Building on the corner of Congress and Exchange Streets, near the Old Port section of the city of Portland. It has a Sunday edition called Maine Sunday Telegram. Circulation: 47,326 copies

The Lakes Region Weekly is a newspaper in [Westbrook, Maine, USA](#) covering local news, sports, business, jobs, and community events. The newspaper is published once a week on Friday. The Lakes Region Weekly began publication in 1992. Circulation: 5,800 copies

The Windham Independent is a newspaper in [Gray, Maine, USA](#) covering local news, sports, business, jobs, and community events. The newspaper is published once a week on Friday. The Independent covers Gray, Raymond and Windham. The newspaper was previously called The Gray-New Gloucester Independent which went out of business and in May 2009 merged into The Independent. Circulation: 9,000 copies

The Lewiston Sun Journal is a daily newspaper in [Lewiston, Maine, USA](#) covering local news, sports, business, jobs, and community events. The newspaper is published seven days a week. The Sun Journal was founded in 1847. In addition to its main office in Lewiston, the newspaper maintains satellite news and sales bureaus in the Maine towns of Farmington, Norway and Rumford. It covers Lewiston and the surrounding communities of Androscoggin County, Maine. Circulation: 33,900 copies

Radio/Television Media

WMTW Ch 8 TV

WMWV Mount Washington Valley, Conway, NH

WMPG 90.1 FM

Area Code 207, WSCH 6, Television Appearance

LRTV Local access Television



Bronze Advertiser



Bronze advertising... the 'road crew' that makes it possible

- Website link via www.mainebluesfestival.com
- 1/8 page ad in Event Program (1.75" Tall x 2.25" Wide)

Help 'keep the blues alive' in the State of Maine.

The Maine Blues Festival has seen a steady growth in talent and attendance every year since it began in 2006. In fact, it has become part of the fabric that makes up *'The Region.'*

This would not have been possible without support from community-minded businesses.

Don't miss this valuable advertising opportunity and the chance to show your support for your community, the arts and last but not least *plain old fun.*

Advertising Level - \$125



Silver Advertiser



Silver advertising gets your business a front-row seat.

Here is what you get as a Silver Advertiser:

- Website link via www.mainebluesfestival.com
- 1/4 page ad in Event Program (3.75" Tall x 2.25" Wide)
- Two Event Tickets

**Exposure that will help bring you business
and help 'keep the blues alive' in the great State of Maine.**

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Level of Advertising - \$250



Gold Advertiser



Gold advertising makes your business part of the show.

Here is what you get as a Gold Advertiser:

- Website link via www.mainebluesfestival.com
- 1/2 page ad in Event Program (3.75" Tall x 5" Wide)
- Frequent mention by MC's at Performance Stages
- Four Event Tickets

**Excellent exposure that can help build business,
show your commitment to the community and
help 'keep the blues alive' in the great State of Maine.**

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Level of Advertising - \$500



Platinum Advertiser



Platinum advertising is your 'back-stage pass'.

Here is what you get as a Platinum Advertiser:

- Inclusion in all press releases
- Website link via www.mainebluesfestival.com
- Full page ad in Event Program (5" Wide x 8" Tall)
- Business logo on Event Poster
- Banner at Performance Stage
- Continual mention at designated Performance Stages
- Stage naming rights (ex: 'Your Company' Stage at Joes' Restaurant) - first come, first served
- Eight Event Tickets

**Premium exposure that helps build business,
demonstrate your commitment to the community
and help 'keep the blues alive' in the great State of Maine.**

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Level of Advertising - \$1,000



Event Advertiser



Advertising to put your business on every stage.

Here is what you get as an Event Advertiser:

- Inclusion in all press releases & commercial advertisements
- Website link via www.mainebluesfestival.com
- Prominent display of **your logo** on **Main Page** of MBF website, **Event Program cover** and **Event Poster**
- **Full page** color ad in **Event Program** (5" Wide x 8" Tall)
- **Signage** at all performance stages
- **Continual mention** by MC's at all Performance Stages
- **Invitation to speak** at the **Opening Ceremony**
- **20 Event Tickets**

**Extreme exposure that helps build business,
demonstrates community-minded involvement
and shows your commitment to
keeping the blues alive in the great State of Maine.**

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Level of Advertising - \$3,000



Legacy Advertiser



Legacy advertising puts you in the spotlight.

In addition to the \$3,000 advertising level - Legacy Advertisers get:

- Full page ad on inside cover or back page of Event Program - first come, first served (5" Wide x 8" Tall)
- 30 days prior to fest, advertising banner with your logo
- Weekend accommodations for two at Point Sebago including transportation to and from the festival
- Logo on front of Event Program & Marketing materials
- Free access to Songo River Queen for four (venue)
- Four Maine Blues Festival T-shirts
- Free band CDs and other swag
- Invitation to MC or speak during the festival
- *Two years continuing advertising (1/2 page ad w/out renewed sponsorship)
- VIP treatment at venues
- 40 Event Tickets

The Maine Blues Festival has seen a steady growth in talent and attendance every year since it began in 2006. In fact, it has become part of the fabric that makes up 'The Region.'

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Level of Advertising - \$5,000



LegacyPlus Advertiser



LegacyPlus advertising makes you a star of the show.

In addition to the \$3,000 advertising level - LegacyPlus Advertisers get:

- Full page ad on inside cover or back page of Event Program - first come, first served (5" Wide x 8" Tall)
- 30 days prior to fest, advertising banner with your logo
- Weekend accommodations for four at Point Sebago including transportation to and from the festival
- Logo on front of Event Program & Marketing materials
- Free access to Songo River Queen for eight (venue)
- Eight Maine Blues Festival T-shirts
- Free band CDs and other swag
- Invitation to MC or speak during the festival
- *Five years continuing advertising (1/2 page ad w/out renewed sponsorship)
- VIP treatment at venues
- 60 Event Tickets

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Level of Advertising - \$10,000

Maine Blues Festival Vendor Application and Guidelines

- 1. Charges:** \$30.00 for space only, \$60.00 for space plus two (2) festival bracelets. No electricity available. Vendor must supply what is needed to display merchandise and protect their product including tents, tables, and chairs.
- 2. Spaces:** All rented spaces will be leased in 10' x 10' sections outdoors only.
- 3. Hours of Operation:** All Vendors shall be in space by 9:00a.m. Saturday. Set-up may begin at 7:00a.m. that day. Breakdown will not begin before 5:00p.m. or before the last band finishes its performance to avoid disruption of performances. **NO EXCEPTIONS.** No refunds will be given if hours are shortened by any circumstances beyond the Maine Blues Festivals control.
- 4. Set-up & Parking:** Set-up is between 7:00 and 9:00a.m. All 10' x 10' spaces, please locate the space assigned to you in the application acceptance process. Vehicles will be allowed on the grounds for set-up, replenishment of supplies, and tear down only. All vehicles will be off the grounds by 9:00a.m.
- 5. Safety, Cleanliness, and Waste:** All vendors are responsible for maintaining their space in a manner that is both safe and pleasing to their workers and customers. All trash must be boxed or bagged and placed in the containers provided. No liquid waste may be discharged on the grounds or thrown in the lake. Vendors are responsible for removing their own property and cleaning their own space at the close of business.
- 6. Security:** The Maine Blues Festival will have sheriffs on patrol and or other identified security personnel on patrol at all times during the festival. **The Festival does not assume any responsibility or liability for loss or damage to Vendor's property.** Your signature on this contract signifies your understanding of this.
- 7. Items for Sale:** Vendors may not sell clothing or any items containing the Maine Blues Festival Logo. Maine Blues Festival, LLC, has exclusive rights to these items. No Sex or Drug oriented items, sprays or noisy items can be sold. The Grounds Coordinator retains the right to order immediate removal of any items deemed unsuitable. Food and Merchandise Vendors are limited to selling only those items they have listed in the contract. The Maine Blues Festival retains the right to reject or limit those items or the number of Vendors selling any particular item.
- 8. Signs, Attire, and Promotions:** Booths may only display names of the organization renting the booth and a list of items to be sold with prices. Workers may wear t-shirts and/or hats bearing no more than the name of the organization. At no time will attire, buttons, badges, or literature be worn, displayed, sold, or given away that promotes the doctrine, beliefs, or dogma of the Vendor or any person or organization. Space for that may be purchased at the regular rate at the discretion of the Maine Blues Festival committee.
- 9. Deadlines:** Applications are due no later than **JUNE 1 (or next business day each year)** and must be sent with payment in full which is non-refundable unless the Vendor is not accepted to participate in the festival. If approved, a confirmation email will be sent to the email address provided. If not approved, the deposit will be refunded. Upon acceptance of your payment, this application will become a binding contract.

Maine Blues Festival Vendor Application

Name of Organization _____

Mailing Address _____

City _____ State _____ Zip Code _____

Person in Charge (will be listed on our site) _____

Phone _____ Fax _____

Email _____

Website to promote: _____

(Please indicate if you **do not** want your phone, email and/or website posted to our site.)

Business or Craft Description _____

Are you a repeat exhibitor? Y or N If Yes, Which Year? _____

Do you have necessary State permits or licenses? Y or N

Space you require _____ (10'x10') @ \$30.00 = _____

_____ (10'x10') w/ 2 tix @\$60.00 = _____

If you wish to incorporate a logo on our online Vendor listing please email to:

VillageGreen@MaineBluesFestival.com

Waiver of Liability:

The Lessee agrees to indemnify, save and hold harmless the Maine Blues Festival and the Town of Naples, Maine of and from all claims, demands, causes of action, liability, and expense including reasonable attorney's fees in connection with loss of life, personal injury or damage to property arising during the term of this lease or leased premises, to the extent that the same is caused by any act or omission of Lessee. I agree to accept the terms of this contract.

Signature _____

Vendors: Please sign and return, with proof of insurance and the required payment in full to:
Maine Blues Festival, Vendors, PO Box 548, Naples, Maine 04055

For more information please email: VillageGreen@MaineBluesFestival.com