

2016 SPONSORSHIP CATALOG



OutlawsandLegends.com

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THANK YOU FOR YOUR INTEREST IN OUTLAWS & LEGENDS MUSIC FESTIVAL- AVON!

We are pleased to bring Outlaws & Legends Music Fest for the first time to Colorado and The Town of Avon's beautiful Harry A. Nottingham Park on July 29-30, 2016! We take tremendous pride in producing and hosting a top-notch festivals like Outlaws & Legends Music Fest (located in Abilene, Texas) and Mountain High Music Festival (located in Crested Butte, Colorado). We are looking forward to building this event into the premier country music and americana festival in the state of Colorado and beyond. However, it is important to have the support of businesses like yours in order to accomplish this!

As you will see below, we take tremendous pride in making sure your sponsorship return is second to none, and that we offer the most outstanding hospitality to you and your chosen guests during the festival. Additionally, we believe in reciprocating the loyal support of your business or foundation, as you support ours. In this catalog you will find information relevant to our music festival and the impact it will have on your investment's return. We look forward to working with you, and are committed to ensuring that you receive the highest return on your sponsorship contribution.

We sincerely appreciate your support of this event.

Thank you,

Mark Powell & Dean Dillon
Backporch Productions, LLC

OVERVIEW

Backporch Productions has teamed up with legendary country music songwriter and Colorado resident, Dean Dillon, to produce this unique, landmark country music festival which incorporates the best legendary country music artists with modern Texas Music artists. The ten-year objective is to become the highest quality and most sought-after ticket for purist country music enthusiasts.



Detailed Summary

Outlaws & Legends Music Fest- Avon is a two-day, main-stage festival in Avon, CO featuring legendary country music artists with modern-day “Texas Music” artists. Similar to Backporch Production’s current Outlaws & Legends Music Festival in Abilene, Texas, patrons will get the unique experience of seeing more artists, bands, and songwriters within two days than is offered at other festivals in the country. There will be eight (8) main-stage bands and eight (8) acoustic performances by popular roots singer/songwriters. Sixteen (16) billing names will make up the two-day festival.

Due to the nature of our niche incorporation of legendary country music entertainers with popular modern, southern entertainers, we expect the age demographics to be substantially broader than other festivals targeting that generally target an 18-24 age segment. This festival will cater to a diverse age demographic and geographical reach, uniquely blending current Texas and Americana artists with legends in those genres. Historically, we have seen: (1)equal splits in age groups and family involvement,(2)greater tourism due to the quality we provide in this niche, (3)and diverse ticketing types.

Attendance numbers throughout the state of Colorado show a niche existing with Texas Music artists and festivals. It is our belief that the music style, multi-age niche, higher income demographic spreads, and multiple ticketing options should make Avon a perfect site for our festival.

OUTLAWS & LEGENDS PAST AWARDS & SUCCESSES

- Largest Attended Inaugural Texas Music Event, (2011)
- Top 5 “Festival of the Year” in 2012, by Texas Regional Radio Music Awards
- First Festival in Texas to receive national syndication on television, by Texas Roadhouse Live, (2012)
- Community Awareness Award, by Abilene Convention and Visitors Bureau, (2012)
- Hosted more country music artists on 1-Stage in 2 Days, (2011-2015)
- \$166,417 total funds raised for local Abilene charities:
 - o Disability Resources Inc., (2011-2012)
 - o Ben Richey Boys Ranch, (2013-2015)
- “Hat’s Off to Tourism” Award, by Abilene Convention and Visitors Bureau (2014)
- Top 5 “Festival of the Year” in 2015, by Texas Regional Radio Music Awards

OBJECTIVES

- Host the most prolific names in Country, Americana, and “Texas Country” Music within one weekend, giving patrons the most entertainment value over two days than other festivals around the country.
- Pair “legendary” artists in country music with modern/”outlaw” artists in country music to make for a diverse, generational, family-friendly experience for our patrons.
- Offer a variation of sponsor and ticketing packages built for each patron’s specific experience pleasure. Whether it is front and center at the stage in the general area, with larger groups of family and friends (or coworkers) at a reserved “VIP Luxury Table”, or in our all-inclusive VIP Backstage area, or in a “Premium Stage Suite” or “Stage Suite” our patrons chose the option relevant to their own personal experience desires.
- Brand Avon, Colorado as the central destination point for authentic Country Music. Our goal is to build upon the creation of tourism and the major economic impact the festival has provided the City of Avon.
- Provide funding for local nonprofit organizations.

Backporch Productions Past Artists (2011-2016)

Merle Haggard
Robert Earl Keen
Leon Russell
Dean Dillon
Stoney La Rue
Ray Wylie Hubbard
Cooder Graw
Joe Ely
Whiskey Myers
Asleep at The Wheel
Bleu Edmondson
The Damn Quails
Jason Eady
Jerrod Medulla
Bracken Hale
Mark McKinney
Ali Dee
Jolie Holliday
Larry Joe Taylor
Ryan Tyndell
Charla Corn

Charlie Daniels Band
Marshall Tucker Band
David Allan Coe
Gary P. Nunn
Mark Powell & Lariat
Jason Boland
Lee Roy Parnell
Roger Creager
Kevin Fowler
Mike McClure
Eleven Hundred Springs
Cody Jinks
Walt Wilkins
Dallas Wayne
Charlie Shafter
James Lann
Max Stalling
Shelia Marshall
No Dry County
Tommy Alverson
Six Market Blvd.

Jamey Johnson
Randy Rogers Band
Lee Brice
Charlie Robison
Thompson Square
Billy Joe Shaver
Cody Johnson Band
The Burrito Brothers
Jamie Richards
Wade Bowen
Matt Martindale
Two Tons of Steel
Trent Willmon
Thom Shepherd
George Ducas
Sonny Burgess
Pauline Reese
Casey Berry
The Hogg Maulies
Jeff Hyde
Lee Thomas Miller

Jerry Jeff Walker
Pat Green
Deana Carter
Cory Morrow
Texas Jamm Band
Chris Knight
Zane Williams
Johnny Bush
Sunny Sweeney
Brandon Jenkins
Matt Caldwell
Jesse Raub, Jr.
Randy Brown
Dale Watson
Scotty Emerick
Thomas Rhett
Kendall Marvell
Wendell Mobley
Randy White
Bubba Strait
Randy Montana

MARKETING, ADVERTISING, & PRESS

Print Media

Below are some Print Media sources where the Outlaws & Legends Music Fest brand has been featured or represented:

- New York Times Newspaper*
- Chicago Tribune Newspaper*
- USA Today*
- Southern Living Magazine*
- Texas Monthly Magazine*
- Southwest Airlines Spirit Magazine*
- Dallas Morning Newspaper*
- Fort Worth Star Telegram*
- Texas Highways Magazine*
- Texas Music Magazine*
- Best In Texas Monthly Newspaper*
- Travel Host Magazine*
- Texas Outside*

Total 2015 Print Media Impressions: 19,245,600



2016 VENUE



The Avon Performance Pavilion at Harry A. Nottingham Park was completed in January 2015, and is a signature outdoor venue in the Vail Valley. The Pavilion is designed to host music festivals, orchestral performances, concert series, dance and theater performances, art exhibits/festivals, educational events, social engagements (both public and private), and an array of potential cultural events.

Located on Nottingham Lake, the Pavilion joins the Main Street Mall, Library, Recreation Center, Avon Elementary School and Destination Jump, Splash Learn (a new playground planned for integration into the lake-side environment), in Avon's developing creative arts zone in the core of west Avon.



2016 VENUE



Pavilion & Nottingham Park

Audience Venues

- **Event Terrace - Seating capacity 200 persons**
- **Viewing Plaza - Suitable for VIP seating or general public**
 - **Standing capacity is 200 persons**
- **Nottingham Park- Standing capacity 5,000 persons including:**
 - **Vendors booths**
 - **Portable restrooms**
 - **Additional membrane/tented structures**
 - **Open-air venue – not covered**
 - **Ticketed events will require producer advanced fencing**



MAJOR FESTIVAL SPONSORSHIPS

STAGE SPONSOR: \$25,000 (1 available)

Advertising: Company Name/Logo as “Outlaws & Legends Music Fest on the (Your Company) Stage” to be included on the following promotional items:

Radio: A minimum of 3,000 total 30 sec. radio spots on 14 radio stations across Colorado and Texas will verbally mention your company as “...on the “(Your Company) Stage” (avg. \$20 ps X 3,000) - \$60,000 value

TV: A minimum of 3,500 total 30 sec. news/cable TV spots aired in Colorado and Texas with company logo and verbal mention. (Avg. \$60 X 3,500) - \$210,000 value

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and promo t-shirts. - \$6,500 value

Stage Branding: Company Name/Logo dominantly displayed on-site at the Outlaws & Legends Stage. Backporch Productions to provide backdrop. Additional banners, headers, and footers may be provided by (Your Company). Dimensions include:

1, 25.6ft X 14ft stage backdrop.

1, 25.6ft X 3ft horizontal stage header. - \$5,000 value

Festival Amenities: 50 tickets, 24 VIP/Backstage Passes, 24 T-Shirts, 10 VIP Parking Passes, 1 VIP Luxury Access Table (seats 10 of the VIP guests) and 1 Guitar signed by all artists. -\$16,380 value

Total Stage Sponsor Value: \$297,880

VIP BACKSTAGE SPONSOR: \$15,000 (1 available)

Advertising: Company Name/Logo as “Outlaws & Legends Music Fest from the (Your Company) Event Center” to be included on the following promotional items:

Radio: A minimum of 3,000 total 30 sec. radio spots on 14 major radio stations across Colorado and Texas with verbal mention as “Live from the (Your Company) Event Center” (avg. \$20 ps X 3,000) - \$60,000 value

TV: A minimum of 3,500 total 30 sec. news/cable TV spots aired in Colorado and Texas with company logo and verbal mention. (avg. \$60 X 3,500) - \$210,000 value

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and promo t-shirts. - \$6,500 value

Event Center Branding: Company Name/Logo dominantly displayed on-site at the VIP Back Stage of the Avon Performance Pavilion including:

Full ability to decorate and advertise the back stage area.

Exclusive brands/beverages in Event Center during event. (REQUIRES AN ADDITIONAL \$5,000 IN HOSPITALITY TRADE.)

Company logo designated on site-map of event layout (print/web) - \$7,000 value

Festival Amenities: 40 tickets, 16 VIP/Backstage Passes, 16 T-Shirts, 7 VIP Parking Passes, 1 VIP Luxury Access Table (seats 10 of the VIP guests) and 1 Guitar signed by all artists. \$12,070 value

Total VIP Backstage Sponsor Value: \$295,570

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TITLE SPONSOR: \$10,000 (2 available)

Advertising: Company Name/Logo as “(Your Company) Presents: Outlaws & Legends Music Fest” and to be included on the following promotional items:

Radio: A minimum of 3,000 total 30 sec. radio spots on 14 major radio stations across Colorado and Texas with logo placement and “presents” with the Outlaws & Legends logo with verbal mention of your company as “presented by (Your Company)” (avg. \$20 ps X 3,000) - \$60,000 value

TV: A minimum of 3,500 total 30 sec. news/cable TV spots aired in Colorado and Texas with company logo and verbal mention. (avg. \$60 X 3,500) - \$210,000 value

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and promo t-shirts.- \$6,500 value

Festival Amenities: 30 tickets, 10 VIP/Backstage Passes, 10 T-Shirts, 4 VIP Parking Passes, and one (1) Guitar signed by all artists. - \$8,500 value



Total Title Sponsor Value: \$285,000

MEET & GREET SPONSOR: \$3,500 (1 available)

Advertising: Company Name/Logo included on the Outlaws & Legends site-map and following promotional items:

Print Media: Company name/logo to appear on websites, and promo t-shirts. - \$4,500 value

On-Site Meet & Greet Space: 20ft X 20ft tent space in VIP area with exclusive access to participating artists and patron meet & greets, official photo ops with (Your Company) backdrop and décor provided by (Your Company) -\$3,000 value

Festival Amenities: 16 tickets, 6 VIP/Backstage Passes, 6 T-Shirts, 2 VIP Parking Passes- \$4,240 value

Total Meet & Greet Sponsor Value: \$11,740

EVENT SPONSOR: \$5,000 (2 available)

Advertising: Company Name/Logo included on the following promotional items:

Print Media: Company name/logo to appear on 3,500 flyers, all press announcements, homepage of websites, and promo t-shirts. - \$6,500 value

On-Site Exhibit Space: 10ft X 10ft tent space in event area to use as you please -\$1,500 value

Festival Amenities: 20 tickets, 8 VIP/Backstage Passes, 8 T-Shirts, 3 VIP Parking Passes- \$5,510 value

Total Event Sponsor Value: \$13,510



TICKET SPONSORSHIP

GENERAL ADMISSION TICKET SPONSOR: \$5,000 (1 available)

Advertising: Company Name/Logo included on the Outlaws & Legends site-map and (Your Company) included with specified print advertisement and or coupon remissions used exclusively on (1) all general admission tickets, (2) all ticket links from websites including www.outlawsandlegends.com and Facebook ticketing. Your company is estimated to attain more than 4,000,000 in direct impressions.

Direct Advertising: An estimated 42,000 patrons will click for tickets and see your exclusive advertisement - \$58,800 value

Retail Drive/Coupon: Once a ticket is purchased, all patrons must print their ticket, which will have 1/3 page of the standard 8.5"X11" sheet for (Your Company's) use, which may include coupon redemptions or specified ads.- \$10,400 value

Print Media: Company name/logo to appear on websites and t-shirts.- \$4,500 value

Festival Amenities: 20 tickets, 8 VIP/Backstage Passes, 8 T-Shirts, 3 VIP Parking Passes. -\$5,510 value

Total General Admission Ticket Sponsor Value: \$79,210

WRISTBAND SPONSORSHIPS

GENERAL WRISTBAND SPONSOR: \$4,000 (1 available)

Advertising: Company Name/Logo included on:

Print Media: Company name/logo to appear on websites, and promo t-shirts. - \$4,500 value

Wristband Advertising: Company name/logo exclusively on 4,000 general admission cloth wristbands.- \$4,000 value

Festival Amenities: 20 tickets, 4 VIP/Backstage Passes, 4 T-Shirts, 1 VIP Parking Pass. - \$3,930 value

Total General Wristband Sponsor Value: \$12,430

VIP WRISTBAND SPONSOR: \$3,000 (1 available)

Advertising: Company Name/Logo included on:

Print Media: Company name/logo to appear on websites, and promo t-shirts. - \$4,500 value

Wristband Advertising: Company name/logo exclusively on 500 VIP admission cloth wristbands. - \$500 value

Festival Amenities: 18 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$2,900 value

Total VIP Wristband Sponsor Value: \$7,900



ARTIST SPONSORSHIPS

HEADLINER SPONSOR: \$1,500 (2 available)

Advertising: Company Name/Logo included on:

Websites: Company name/logo alongside headliner name as "(Your Company) presents (X Artist)" - \$750 value

Introduction: A member/spokesperson from (Your Company) will personally introduce (X Artist) live on stage immediately before performance. - \$1,000 value

Festival Amenities: 8 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$1,700 value

Total Headliner Artist Sponsor Value: \$3,450

ARTIST SPONSOR: \$750 (6 available)

Advertising: Company Name/Logo included on:

Websites: Company name/logo alongside artist name as "(Your Company) presents (X Artist)" - \$500 value

Introduction: A member/spokesperson from (Your Company) will personally introduce (X Artist) live on stage immediately before performance. - \$750 value

Festival Amenities: 2 VIP/Backstage Passes, 2 T-Shirts. - \$740 value

Total Artist Sponsor Value: \$1,990

SONGWRITER SPONSOR: \$750 (4 available)

Advertising: Company Name/Logo included on:

Websites: Company name/logo alongside artist name as "(Your Company) presents (X Artist)" - \$500 value

Introduction: A member/spokesperson from (Your Company) will personally introduce (X Artist) live on stage immediately before performance. - \$750 value

Festival Amenities: 2 VIP/Backstage Passes, 2 T-Shirts. - \$740 value

Total Songwriter Sponsor Value: \$1,990

VIP SUITE PACKAGES

PREMIUM STAGE SUITE: \$12,000 (2 available)

Advertising: (Your Company) is allowed to brand/decorate a personal Premium Stage Suite to (Your Company's) desires within the space permitted within the premier event area. Premium Stage Suite is on the stage on the left/right wing closest to the bands playing. Premium Stage Suite includes a private, reserved VIP table on the stage of the event center. Access into the Premium Stage Suite is strictly private and will have special access bands. -\$6,000 value

VIP Amenities: 10 Premium Stage Suite Tickets (with access to the main VIP area as well), 10 T-Shirts, 3 VIP Parking Passes. - \$8,800 value

Total Premium Stage Suite Value: \$14,800

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STAGE SUITE: \$7,500: (2 available)

Advertising: (Your Company) is allowed to brand/decorate a personal Stage Suite to (Your Company's) desires within the space permitted within the premier event area. The Stage Suite is on the stage on the left/right wing and on the outside of Premium Stage Suites. Stage Suite includes a private, reserved VIP table on the stage of the event center. Access into the Stage Suite is strictly private and will have special access bands. -\$4,000 value

VIP Amenities: 10 Stage Suite Tickets (with access to the main VIP area as well), 5 T-Shirts, 1 VIP Parking Pass. - \$ 5,300 value

Total Private Skybox Suite Value: \$9,300 value

VIP LUXURY ACCESS TABLE: \$4,000 (20 available)

VIP Amenities: 8 VIP/Backstage Passes at a private, reserved VIP table (provided) in the VIP Backstage area of the event center, 8 T-Shirts, 2 VIP Parking Passes.

Total Presidential Floor Suite Value: \$6,560

BUSINESS PACKAGES

PREMIER BUSINESS PACKAGE: \$4,000 (10 available)

Advertising: Company Name/Logo included on:

Print Media: Company name/logo to appear on websites and t-shirts.- \$1,000 value

Festival Amenities: 20 tickets, 4 VIP/Backstage Passes, 4 T-Shirts. - \$3,880 value

Total Premier Business Package Value: \$4,880 value

LEGENDS BUSINESS PACKAGE: \$3,000 (10 available)

Advertising: Company Name/Logo included on:

Print Media: Small company name/logo to appear on websites and t-shirts. - \$750 value

Festival Amenities: 10 tickets, 4 VIP/Backstage Passes, 4 T-Shirts. - \$2,680 value

Total Legends Business Package Value: \$3,430 value

OUTLAWS BUSINESS PACKAGE: \$2,000 (10 available)

Advertising: Company Name/Logo included on:

Print Media: Small company name/logo to appear on websites and t-shirts.- \$750 value

Festival Amenities: 10 tickets, 2 VIP/Backstage Passes, 2 T-Shirts. - \$1,940 value

Total Outlaws Business Package Value: \$2,690 value

*****Real-dollar cost or public sale values used when applicable on all calculations above. This does not include the significant advertising values associated with any syndication over major markets if applicable per sponsor package.*****

We make every stride to ensure you have the highest real-dollar return on your investment. Your support in partnership of Outlaws & Legends Music Festival is greatly realized and appreciated!

OUTLAWS & LEGENDS AVON 2015 SPONSORSHIP FORM

Company/Organization: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-Mail: _____

MAJOR FESTIVAL SPONSORSHIPS

- Stage Sponsor** (Limit 1) \$25,000
- VIP Backstage Sponsor** (Limit 1) \$15,000
- Title Sponsor** (Limit 2) \$10,000
- Meet & Greet Sponsor** (Limit 1) \$3,500
- Event Sponsor** (Limit 4) \$5,000

TICKET SPONSORSHIPS

- General Admission Ticket Sponsor** (Limit 1) \$5,000

WRISTBAND SPONSORSHIPS

- General Wristband Sponsor** (Limit 1) \$4,000
- VIP Wristband Sponsor** (Limit 1) \$3,000

ARTIST SPONSORSHIPS

- Headliner Artist Sponsor** (Limit 2) \$1,500
- Artist Sponsor** (Limit 6) \$750
- Songwriter Sponsor** (Limit 4) \$750

Terms & Conditions:

Sponsor agrees to return this signed and completed sponsorship catalog, artwork, and payment as soon as it is possible but NO LATER THAN MAY 29, 2016. Any sponsorship information received later than this date may result in sponsor amenities to be less than described above. Outlaws & Legends Music Festival agrees to provide the advertising as indicated on this order form in the 2016 Outlaws & Legends Sponsorship Catalog, which is part of this contract.

Advertiser will supply Outlaws & Legends Music Festival with high-resolution artwork at a minimum 300 DPI/133 or 150 Line Screen Color CMYK or RGB by May 29, 2016.

All changes, additions or deletions will not be considered, agreed to, or binding to the other party unless such modifications have been either initialed or approved in writing by both parties.

Outlaws & Legends Music Festival or Backporch Productions, LLC shall have no liability for failure to execute this advertising contract or event because of governmental restrictions, acts of God, accidents, fires, internet outages, inclement weather or any other cause beyond Outlaws & Legends Music Festival or Backporch Productions, LLC control that would affect production or distribution.

Materials and full payment must be received by May 29, 2016. Cancellations or refunds will not be accepted.

The signing of this order indicates acceptance and shall not be modified except in writing and signed by both parties.

Signature: _____ Date: _____

Printed Name: _____

For Outlaws & Legends Music Festival:

Total Amount Enclosed: _____

CHECKS MADE PAYABLE & SENT TO:
Backporch Productions, LLC
4318 La Hacienda Dr.
Abilene, TX 79602