

SPONSORSHIP PACKAGES



SEPT. 24-27, 2026
TWHN CELEBRATION GROUNDS
SHELBYVILLE, TN

EDUCATION

Help cultivate an immersive educational experience to all 4th graders in Bedford County. We teach about mules, pioneering, and traditional ways of living. Last year we reached close to 1,000 students by adding a homeschool session on Friday.

MUSIC

From lively banjo tunes to soulful fiddle melodies, your support ensures that audiences continue to experience the authentic traditional sounds unique to our region.

COMPETITION

Join us in celebrating the strength, agility, and unique beauty of mules. Become a sponsor today and help us showcase the enduring legacy of mules to audiences far and wide.

PIONEER LIFESTYLE

Become a sponsor of our pioneering programs and help us preserve and promote valuable skills from our past! From food preservation to candle making, woodworking to blacksmithing; our pioneering initiatives offer hands-on experiences that educate and inspire. Join us in supporting the revival of traditional practices and empowering individuals to live more self-sufficiently as we celebrate America's 250th birthday!

SPONSOR TODAY

- **Heritage Preservation:** By sponsoring this event, companies can align themselves with the preservation of rich cultural heritage, resonating with audiences who value tradition and history.
- **Community Engagement & Giving Back:** This event is deeply committed to giving back to the community. In addition to bringing people together through music, entertainment, and educational experiences, the festival proudly donated \$10,000 to Mission Mules last year, supporting charitable efforts that make a meaningful local and national impact. Sponsors become part of this mission-driven approach, strengthening goodwill and community trust.
- **Targeted Audience:** Sponsoring offers access to connect with a niche, yet passionate, audience. Mule enthusiasts, bluegrass music lovers, and those interested in traditional American culture represent a dedicated and engaged demographic to invest in.
- **Brand Exposure:** Introducing Promotional Videos at Gold level and above. From logo placement on promotional materials and event signage to mention in press releases and social media posts, sponsors can increase brand visibility and awareness among a diverse audience locally, regionally and nationally.
- **Corporate Social Responsibility:** By investing in initiatives that promote cultural awareness, education, and community engagement, sponsors can enhance their corporate reputation and contribute positively to society.

WWW.AMBFTN.COM

PREMIUM MULE SPONSOR

\$5,000

- Mule Donation for Event
- Draws for Mule Giveaway
- Logo on Mule tickets

PREMIUM EDUCATION SPONSOR

\$5,000

- Front of Mule Skinner Digital Booklet & full page inside booklet
- Large logo on Jr Mule Skinner Certificate

Promotional Videos; Logo displayed at event, social media, program, on Jr Mule Skinner Certificate, & Magazine Ads; PLUS 5 VIP Parking Passes, 5 Event Tickets

DIAMOND

\$3,500

- Mule & Horse Pulling sponsor
- Promotional Videos
- Announced on WLIJ
- Logo at event, social media, program, on Jr Mule Skinner Certificate, & Magazine Ads
- 3 Event Tickets

STERLING

\$3,000

- Saturday Music sponsor
- Promotional Videos
- Announced on WLIJ
- Logo at event, social media, program, on Jr Mule Skinner Certificate, & Magazine Ads
- 3 Event Tickets

PLATINUM

\$2,500

- Friday Music sponsor
- Promotional Videos
- Announced on WLIJ
- Logo displayed at event, social media, program, on Jr Mule Skinner Certificate, & Magazine Ads
- 2 Event Tickets

GOLD

\$1,500

- Saturday Mule Sponsor
- Promotional Videos
- Announced on WLIJ
- Logo at event, social media, program, & on Jr Mule Skinner Certificate

SILVER

\$1,000

- Friday Mule Sponsor
- Logo displayed at event, social media, program, and on back of Jr Mule Skinner Certificate

BRONZE

\$1,000

- Item Food Sponsor for Cast Iron Cook Off
- Logo displayed at event, social media, program, and on back of Jr Mule Skinner Certificate

COPPER

\$500

- Food Truck Court sponsor
- Logo displayed at event

IRON

\$350

- Covers one bus load of Bedford County 4th graders

MULE CLASSES

\$200

- Name announced during Mule Classes Mule show

AMERICAN MULE AND MUSIC ASSOCIATION IS A 501C3 ORGANIZATION



Sponsorship Application 2026

Business Name _____

Contact Name _____

Address _____ City _____

State _____ Zip _____ Cell Phone _____

E-mail _____ Website _____

Indicate the level of sponsorship: _____ Total \$ _____

Comments (please specify the sponsorship area you desire ie Education, Mule etc)

Thank you for your interest in participating as a sponsor. We look forward to you being a part of the American Mule and Bluegrass Festival.

Sponsorship Levels:

Premium Mule Sponsor: \$5,000	Premium Education Sponsor: \$5,000
Diamond: \$3,500	Sterling: \$3,000
Platinum: \$2,500	Gold: \$1,500
Silver: \$1,000	Bronze: \$1,000
Copper: \$500	Iron: \$350
Mule Classes: \$200	

Make Checks payable to: AMMA Mail to: 2591 US HWY 231 South Shelbyville, TN 37160

Return Check /insufficient funds Fee is \$35.00

Rain or Shine nonrefundable