

SPONSORSHIP PACKAGES



SEPT. 26-28, 2024
CELEBRATION GROUNDS
SHELBYVILLE, TN

EDUCATION

Help cultivate an immersive educational experience to all 4th graders in Bedford County. We have hands-on demonstrations of homestead skills, animal husbandry, and traditional techniques.

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.

HOMESTEADING

Become a sponsor of our homesteading programs and help us preserve and promote valuable skills from our past! From gardening to food preservation, woodworking to sustainable living, our homesteading 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.

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:** By supporting an event that brings people together to enjoy music, entertainment, and educational experiences, sponsors can enhance their brand visibility and foster positive relationships with attendees and the general public.
- **Targeted Audience:** Sponsoring offers access to connect with a niche, yet passionate, audience. Mule enthusiasts, bluegrass music lovers, homesteaders, and those interested in traditional American culture represent a dedicated and engaged demographic to invest in.
- **Brand Exposure:** 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.AMERICANMULEANDBLUEGRASSFESTIVAL.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 Booklet & full page inside booklet

Logo displayed at event, social media, WLIJ, program & magazine ads
5 VIP Parking Passes, 5 Event Tickets

DIAMOND

\$3,500

- Mule & Horse Pulling sponsor
- Announced on WLIJ
- Logo displayed at event, social media, program, & magazine ads
- 3 Event Tickets

STERLING

\$3,000

- Saturday Concert sponsor
- Announced on WLIJ
- Logo displayed at event, social media, program, & magazine ads
- 3 Event Tickets

PLATINUM

\$2,500

- Friday Concert sponsor
- Announced on WLIJ
- Logo displayed at event, social media, program, & magazine ads
- 2 Event Tickets

GOLD

\$1,500

- Saturday Homesteading Workshop or Mule Show sponsor
- Announced on WLIJ
- Logo displayed at event, social media, in middle of Jr Mule Skinner Booklet, and program

SILVER

\$1,000

- Friday Homesteading Workshop or Mule Show sponsor
- Logo included on back of Jr Mule Skinner Booklet, fence, social media, and program

BRONZE

\$1,000

- Brisket, Corn Bread, or Bean food sponsor for Cast Iron Cook Off
- Logo included on back of Jr Mule Skinner Booklet, fence, social media, and program

COPPER

\$500

- 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



Sponsorship Application 2024

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)

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