



Moondance Jam 21 & 6th Annual Moondance Jammin Country Fest 2012 Sponsorship Opportunities

2012 marks pinnacle achievements for both Moondance Jam and Moondance Jammin Country Fest. Both Festivals have consecutively reached their 21 year and 6 year benchmarks. These monumental achievements have been made possible through focused leadership, creative product mix and mutually beneficial partnerships with sponsors.

Moondance Events have exposed companies large and small to an international audience that spans the globe. Annually, both festivals draw dedicated "Jammers" to the two premier campin' and jammin' events of the summer. Rain or shine, Moondance Jammers make their way to beautiful Walker, MN and the shores of Leech Lake to experience the best classic rock and country music found anywhere.

21 Years ago, Moondance Jam was founded on the idea of bringing the community together with music. That summer amongst hay bales and local artists, a festival that remains the greatest achievement in classic rock festival history was born. Today that legend lives on with Moondance Jam 21.

Together, Moondance Jam and Moondance Jammin Country draw more than 75,000 spectators. Unlike many other festivals, the majority of Jammers stay on site during the 3 days of music. This dedicated audience provides a unique opportunity for sponsors to fully saturate a market and expand their brand beyond the bounds of typical events.

Moondance Jam has continued its steady upward growth and while Moondance Jammin Country is only in its 6th year, it has proven itself to be a worthy companion to its big brother Moondance Jam. In 2011, both festivals continued their annual tradition of breaking the previous year's records. 2012 promises to hold true to that trend. Preliminary estimates for these anniversary events are already showing both festivals will trend far beyond anything previous years have brought.



When you become a partnered sponsor of Moondance Jam and Moondance Jammin Country Fest you become part of an exclusive family of companies that have exposed their products to millions of customers on site and through a barrage of multi-media avenues. Become a Moondance partnered sponsor and become a part of music history.

Event Highlights

- An average of 19,000 “Jammers” daily
- An average of 12,000 onsite campers
- Offers unique opportunity for 3 days of captive, onsite sampling
- Provides an excellent means to entertain clients and guests, reward customers, or simply identify your products in a great atmosphere

Partnership Opportunities

- Web Site and Radio Inclusions
- Integrated Radio Promotions
- On Site Hospitality
- On Site Vendor Opportunities
- Banners/Signage
- Jumbo Tron Ads
- Customized Ticket Packages

Moondance Jam has developed a sponsorship program to provide brand with a unique opportunity to capitalize on their involvement at our premier event through a means of brand exposure and customer entertainment. Each brand has the ability to reach and impact their ideal audience at the event through the use of premium venue signage, a strong on-site presence, and on-stage announcements throughout the weekend.





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**"Moondance is made of memories and it's memories that keep this event alive!"
- Bill Bieloh**

Business Information

Contact Name: _____

Sponsorship Name: _____

Address: _____

Phone Number: _____

E-Mail: _____

Sponsorship Interest

Print Name: _____

Title: _____

Signature: _____

Date: _____

Questions or concerns? Please contact Bri@moondancejam.com, visit www.MoondanceJam.com or www.JamminCountry.com or call Bri at 612-619-2261

Thank you for your support of the Moondance festivals!