



Music Event Sponsorship Proposal

www.ironfestmusic.com

Iron Fest Music & Arts Festival

Date of event - August 3, 2024 11AM~10PM
August 4, 2024 11AM~5PM

Veterans Park
140 Scotch Street
Hendersonville, TN
37075

Hosted By:
Iron Gate Records
560 Cumberland Hills Dr.
Hendersonville, TN
37075

mark@irongaterecords.com
615.241.6720



Music Event Sponsorship Opportunities



Introduction

Music is the therapy of the soul. This is a sponsorship opportunity for our event, Iron Fest Music & Arts Festival held on August 3rd & 4th, 2024.

The event features two stages. One for acoustic/country artists and a second for rock artists. The event will be held at Veterans Park which can hold up to 4,500 attendees. This is an outdoor event. No alcohol is being served, however we expect to add a beer garden in subsequent years. We intend to make this event a huge success and are pleased to invite you to be one of the sponsors for our upcoming event. This will be the first year of our event which we plan to expand to two days next year. The website is: www.ironfestmusic.com.

Iron Gate Records Overview

Iron Gate Records is an independent record company serving the independent artist community. We intend to bring a fresh, unique approach to the event management industry making affordability and family focus the key.

Our team understands that a properly executed event can be leveraged to support an organization's strategic vision, incorporated into a company's marketing plan, or used to build networks and client loyalty.



Performers and Featuring

Iron Fest will be featuring independent artist performances from around the country sharing their original music. We have planned for seventeen (30) artists/bands alternating on the stages to ensure that music is always available for the attendees. The performance times vary from 45 minutes to 1 hour. We anticipate one hour for the headliners on Friday and Saturday evenings



Events Organized by Us in the Past

Iron Fest 2023 was held at Starstruck Farm in Lebanon, Tennessee in November. Our first event was successful and members of our team have planned similar events in the past for music, business and political events. In addition we are working with an experienced staff in the city of Hendersonville who have coordinated events with as many as 10,000 in attendance. As such, our efforts are supported together with the city staff at Parks & Recreation.

Why Should You Sponsor This Event?

Iron Fest offers significant exposure to a diverse audience. The festival is a family-friendly and budget-friendly event, making it accessible to a wide demographic. This inclusivity ensures a broad reach for sponsors, offering an opportunity to connect with various segments of the market in a meaningful way.

The festival's commitment to supporting good causes is another compelling reason to sponsor. Iron Fest is dedicating ten percent of its profits to charitable organizations like the Wounded Warrior Project and Mary's Magical Place. Sponsoring Iron Fest means partnering with an event that not only entertains but also contributes positively to the community.

The festival is a celebration of independent music and arts, offering a unique mix of rebellious rock and heartfelt country music. This eclectic mix presents sponsors with the chance to be associated with originality and creativity, enhancing their brand image as supporters of the arts and independent artists.

Audience Profile



This event is expected to be visited by people from all sectors and all age groups especially those who enjoy acoustic, country and rock music. As a family friendly event, no vulgarity or sexualization of lyrics will be allowed. In addition, ticketing prices will be kept low with free parking. Our intent is to overcome the high price of attendance for similar events that have become too costly for the average person.

Iron Fest offers the dual benefits of wide-reaching brand exposure and association with a socially responsible, culturally enriching event. It's an opportunity to be part of a festival that promises to be an unforgettable experience for both attendees and sponsors alike.

Sponsorship Packages

We are pleased to present our sponsorship levels for your consideration. Our approach is to work with our sponsors and to ensure they get value for their investment. In the current business environment, we understand that every dollar counts! We want to work with you in meeting your objectives at this festival.

Presenting Sponsor - \$25,000

Corporate Logo on all our event websites and both stages, ten tickets to VIP area, email marketing and social media and 10x10 booth (sponsor provides booth/tent, setup and staffing) Stage Banner.

Platinum Sponsor - \$10,000

Corporate Logo on all our event websites and one stage, five tickets to VIP area, email marketing and social media and 10x10 booth (sponsor provides booth/tent, setup and staffing) Stage Banner.

Gold Sponsor - \$5,000

Corporate Logo on all our event websites and stages, six tickets, mail marketing and social media and 10 x 10 booth (sponsor provides booth/tent, setup and staffing)

Silver Sponsor - \$2,500

Corporate Logo on all our event websites and stages, four tickets, email marketing and social media.

Bronze Sponsor - \$1,000

Corporate Logo on all our event websites and stages, two tickets, email marketing and social media .

Music Sponsor - \$500

Corporate logo on event webpage, email marketing and social media.

Terms and Conditions

Payments

Payment is due in full upon accepting sponsorship. This may be made via electronic transfer, debit card, check, or credit card. Iron Gate Records reserves the right to cancel the sponsorship contract if payment has not been received in full.

Cancellation

Any changes made to this contract must be made in writing and signed by all parties. If the event is canceled, then Iron Gate Records shall be dully responsible to refund the entire contributed amount back to the sponsor.



Company Authority

The customer recognizes the authority of Iron Gate Records and understands that it will make decisions that it feels necessary to ensure the health, welfare, and safety of those taking part in the event.

Copyrights

Iron Gate Records retains rights to images taken on behalf of the customer. Where the customer has paid for photography, Iron Gate Records gives the customer permission to use such images freely. The customer gives Iron Gate Records permission to use images or video taken during the event in its marketing and advertising materials.

Disclaimer

Iron Gate Records may postpone the event where forces outside of its control such as bad weather, acts of terrorism, or other events that cannot be reasonably mitigated against, impact the running of the event. No liability for any costs or expenses incurred by the customer is accepted by Iron Gate Records in the event of cancellation or postponement.

Acceptance and Signature

Signature: _____

Name: _____

Date: _____

THANK YOU





EVENT SPONSORSHIP AGREEMENT

THIS AGREEMENT is made this ____ day of _____, 2024, by and between Iron Fest Music & Arts Festival (hereinafter "Event Organizer"), and _____ (hereinafter "Sponsor").

WHEREAS, Event Organizer is conducting Iron Fest Music & Arts Festival at Veterans Park in Hendersonville, TN on September 16, 2023 (hereinafter "Event"), and desires Sponsorship to support the conduct of the Event;

WHEREAS, Sponsor desires to sponsor the Event and wishes to receive the sponsorship benefits associated with the Event as detailed in Music Sponsorship Proposal attached hereto;

NOW, THEREFORE, in consideration of the mutual covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. SPONSORSHIP

Sponsor agrees to sponsor the Event as per the sponsorship level indicated in Music Sponsorship Proposal.

2. PAYMENT

Sponsor agrees to pay the sponsorship amount in accordance with the payment schedule outlined in Music Sponsorship Proposal.

3. SPONSORSHIP BENEFITS

Event Organizer agrees to provide the sponsorship benefits to Sponsor as outlined in Music Sponsorship Proposal.

4. TERM

This Agreement shall commence on the date first above written and shall continue in effect until the completion of the Event.

5. TERMINATION

Either party may terminate this agreement with a written notice. Refer to Music Sponsorship Proposal for potential ramifications of termination.

6. CONFIDENTIALITY

Both parties agree to keep the terms of this agreement confidential.

7. INDEMNIFICATION

Both parties agree to indemnify each other against any claims arising from this agreement as detailed in Music Sponsorship Proposal.

8. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the state of Tennessee.

9. ENTIRE AGREEMENT

This Agreement contains the complete agreement between the parties and supersedes all previous understandings, agreements, communications and representations, whether written or oral, concerning the subject matter hereof.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives as of the day and year first above written.

EVENT ORGANIZER:

SPONSOR:

Mark A. Skoda
Cell: 901.277.4968
mark@irongaterecords.com

Name: _____
Tel: _____
Email: _____