



2026 Sponsor Packet



#MusicBloomsHere



My name is Jon Grace, and I'm the Director of Tourism here in Bell County, KY (Middlesboro/Pineville/Cumberland Gap Area). **I'm writing to you in hopes you'll consider coming on board as a sponsor for our 2026 Laurel Cove Music Festival, which takes place in early June at Pine Mountain State Resort Park in Pineville, KY (dates TBA soon).** The event is a collaboration between Bell County Tourism, Main Street Pineville, and Pine Mountain State Resort Park, and has become a signature event for our area in six short years. The venue of the festival, Laurel Cove Amphitheater, is absolutely jaw-dropping. Seating around 1,400 people, it was best known as the location of the Kentucky Mountain Laurel Festival Queen's Coronation. It's been under-utilized as a concert venue in the past, but this event has changed that narrative. Built by the CCC in the 1930s in Kentucky's oldest state park, Laurel Cove Amphitheater is gaining buzz around the country as a must-see live music destination. With a rock cliff behind the stage, a pond in front of it, and old growth hemlock and rhododendron all around, seeing a show here is a completely unique concert experience. Not only aesthetically...the acoustics for this venue are also out of this world. It's an Appalachian dreamscape come to life, one that immediately makes you feel at peace. In my opinion (and many others), there isn't a better place to watch a concert.

Each year, more and more people are discovering the magic of Laurel Cove. We have had folks from 34 states and 3 foreign countries make the journey to our festival. The goal of Laurel Cove Music Festival is simple: to bring our audience the best up and coming talent from Appalachia and beyond and the best music festival experience of their lifetime. We will never be able to afford the Chris Stapletons or Tyler Childers of the world, but we are bringing our audience the next generation of talent before they are filling arenas. The chance to get to see future stars in an intimate and magical outdoor venue like Laurel Cove Amphitheater is what makes this event so incredibly special. **Acts like Ole 60, The Red Clay Strays, Charles Wesley Godwin, Wyatt Flores, and Sierra Ferrell all cut their teeth and got some of their first festival headlines right here.**

This year, we sold out Laurel Cove in under six minutes before a single band was announced. This was the second year of an instant sell out. It has been hailed by those in attendance as the best music festival most of them ever attended (see last page). **We had features in both People Magazine and Garden and Gun this year.** We had over ten times the available ticket capacity attempt to get tickets. Yep...12,000 people tried to get tickets for an event that holds only 1,400. Our website had almost a quarter million views in four months. That's why, even for a small festival, our digital footprint is comparable to festivals five times our size or larger. We also raise tens of thousands of dollars for local charities each year, using our brand recognition to help them fundraise. It's also pumped millions of dollars into our regional economy, which desperately needs it after the fallout of the coal industry.

In other words: the secret's out about Laurel Cove.

We had four of the hottest up and coming acts in the nation over the past two years play our event (Ole 60, Kaitlin Butts, Red Clay Strays and Wyatt Flores), all of whom are exploding into super-stardom. For 2026, we have acts from all over the world trying to get on this small stage in the mountains of southeast Kentucky. Even though we don't need to advertise it at all to sell tickets, we do so solely for the benefit of our sponsors. **We pride ourselves on having a sponsor package that reciprocates the generosity of our sponsors and delivers meaningful and tangible benefits for them.** Our lineup will be taken up a notch every single year, and through the help of sponsors we are able to keep ticket prices low, despite having such amazing talent. **Long story short...if your company wants to sponsor the most highly regarded music festival in Kentucky (and maybe the entire country)...Laurel Cove Music Festival is it.** Again, don't take our word...a quick search on social media confirms this and then some.

We know we have something very special in our mountains with this festival, and we hope that you can find a way to help us continue growing what's becoming one of the hottest festivals not only in Kentucky, but the entire country. Thanks for the consideration.

Jon Grace / Bell County Tourism Director

Cell: 606-499-0567/ Email: jon@bellcountytourism.com /

FB: www.facebook.com/LaurelCoveMusicFestival Website: www.laurelcovemusicfestival.com

We know that your company is constantly bombarded with sponsorship requests, and in today's economy we also know every dollar must be wisely spent...especially marketing and community development dollars. That's why it's important to sponsor events that will be well attended (which this event will be), events that help other non-profits (which ours does, such as ROHO and Bell County Animal Shelter), and events that will go the extra mile to make sure your generosity is recognized. **In 2025 we raised over \$20,000 for local charities here in Bell County. We're closing in on almost \$100,000 raised since we started.**

Each sponsor level has the benefits listed below. **There are also additional sponsorship opportunities listed on following page.**

Sponsor Benefits	Diamond (\$20,000)	Platinum (\$10,000)	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,000)	Friend of LCMF (\$500)
Official Partner Status	✓					
Cottage at Pine Mountain	✓					
Billboard logo	✓	✓				
Radio/newspaper shoutouts	✓	✓				
Highway Banners	✓	✓				
Creekside Stage Promotion	✓	✓				
Stagefront logo banner	✓	✓	✓			
Logo in commercial	✓	✓	✓			
VIP parking	✓	✓	✓			
Free vendor space	✓	✓	✓			
Backstage/Greenroom Access (2)	✓	✓	✓			
Dedicated social media post	✓	✓	✓	✓		
Tickets to show (see notes below)	✓	✓	✓	✓		
Mention on stage by MC	✓	✓	✓	✓		
Logo on stand up banner	✓	✓	✓	✓	✓	
Logo in event program	✓	✓	✓	✓	✓	
Event rack card logo	✓	✓	✓	✓	✓	
Logo on digital screen behind stage	✓	✓	✓	✓	✓	
Event banners (all sponsors)	✓	✓	✓	✓	✓	✓
Collective social media post	✓	✓	✓	✓	✓	✓
Event poster logo	✓	✓	✓	✓	✓	✓
Helping local tourism & nonprofits!	✓	✓	✓	✓	✓	✓

Both Bell County Tourism and Main Street Pineville will be putting forth financial contributions much greater than any sponsorship level, and we will limit our sponsors to one **Diamond sponsor (\$20,000)**, three **Platinum (\$10,000)** level, six companies at **Gold (\$5,000)**, and ten at the **Silver (\$2,500)** and **Bronze (\$1,000)**, and **Friend (\$500)** levels.

Notes on Sponsor Levels:

- Will need high resolution logo in PNG format (contact if you do not have one and we will make you one, free of charge!)
- Cottage for diamond level is for days of the festival and sleeps 5 (2 bedrooms/4 beds and a couch).
- Logos will be sized and placed in respect to order to sponsor level
- Friend level will be represented in text, not logo for space saving reasons.
- If your company needs a vendor space, please let us know ASAP (Deadline is April 1st, 2026).
- The following levels also comes with the following amounts of free tickets. **These are HIGHLY sought after.**
 - **Diamond (10 tickets), Platinum (6 tickets), Gold (4 tickets), Silver (2 tickets)**

Additional Sponsorship Opportunities

We also have several unique variations of our sponsorship levels, which a company may choose to pursue instead of one of the standard ones. Each of these levels is broken down below. If alternative means of donating is listed (like equal value of needed product), remember that product will be specified by the Festival Committee as to exactly what is needed.

Creekside Stage Sponsor (1 available) – \$10,000. Benefits will be equal to Platinum Level sponsorship, and a company banner will be allowed to be placed at Creekside stage area. This sponsorship will help fund the lineup on the Creekside stage and is HIGHLY visible due to its location. Our entire festival visits this area multiple times over the weekend.

Media Sponsor (1 available) - \$10,000. Sponsor benefits similar to Platinum Package. Costs will help us advertise Laurel Cove Music Festival through a multitude of mediums. Media Sponsor will be mentioned in all media formats.

Green Room/Band Area Sponsor (2 available) - \$5,000 or equal value of needed product. Sponsor benefits are equal to Gold Package. This donation can be made monetarily or with food and drink to be supplied to the Green Room and Band Areas at the Festival (or with a combination of each). We will also allow this sponsor a banner to be placed at both areas during the festival. The food and drink MUST be what is ordered by festival committee, any variations need to be approved by festival committee or Jon Grace with Bell County Tourism. We will provide list at least two weeks out of all food and drinks needed.

Hospitality Sponsor (2 available) – 20 double hotel rooms. Sponsor benefits are equal to the Platinum Package. To help mitigate our lodging costs for bands, we are also including a hospitality level sponsorship which can be donated to with free rooms up to \$10,000 in value (or twenty double rooms), or a monetary donation to help pay for these. If this is a local hotel, we will make a separate social media post and website section acknowledging you as the Official Hospitality Sponsor for Laurel Cove, recommend people to stay here first and foremost, and also provide a free shuttle service from the event to your hotel. The rooms can be lowered to coincide with lower sponsor levels as well.

Event Program Sponsorship (1 available) – 500/1,000 Event Programs. Benefits will be equal to Silver or Gold Level sponsorship. Our goal is to create a program this year for folks to keep and look back on with artist bios, festival information, tons of pictures, a few autograph pages, etc. This program will be designed by the festival committee and turned in to the sponsor company no later than March 15. We can also discuss at-cost sponsorship for a lower tier of sponsorship package equivalent.

Event Banner Sponsorship (1 available) – \$1,000 to \$2,500 or equal value of needed product (vinyl banners, yard signs, etc.). Sponsor benefits equal to either Bronze or Silver Package. This will be the only special category that may have two sponsors, depending on what level is sponsored at. We will need various vinyl banners (around six 6'x12'), yard signs, and a few more similar items.

Event Rack Card/Poster Sponsorship (1 available) – \$1,000 to \$2,500 or equal value of needed product. Sponsor Benefits from Bronze (\$1,000) to Silver (\$2,500) level. We will need several hundred event posters (11x17" and a few 18x24") and several thousand rack cards made to promote the festival. We can accommodate a sponsorship on either level.



Below are examples of our past sponsor benefits

Sample Poster/ Rack Card / Stand Up Banner

(1,000 posters and 5,000 rack cards printed, along with 5-6 stand up banners).

Event Program

(1,000 Printed)



Billboard



Event Banners For Stage

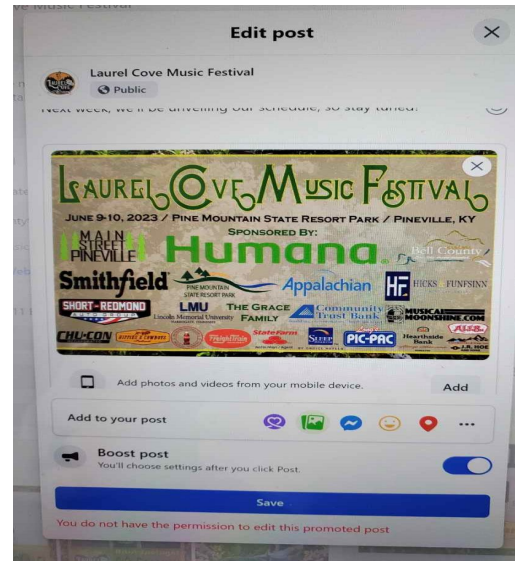


Logos in Commercial



One of six (6) 12'x4' banners promoting our sponsors from last year hung prominently throughout event.

Social Media Shoutouts Throughout Year



16x6' Digital Screen behind stage displayed between sets



As you can see, you will be getting your value several times over in terms of the amount of exposure your company will gain by supporting this festival. **We know that to grow this event to the level we expect, we must show the companies that believe in us that we will reciprocate their generosity to the fullest level possible.** We know that sponsoring events at this level isn't taken lightly, and we greatly appreciate your belief in the future of this event. We've learned so much in a few short years and have already begun to tighten up the plans for this year. We believe this event has the chance to be truly special and evolve into one of the finest music festivals in the entire country. With quality live music being played all over Kentucky at various events and festivals, we want to separate ourselves by showcasing the absolute best up and coming talent in one of the truly unique venues in the entire Commonwealth. **Put simply, there's nothing out there like Laurel Cove Music Festival.**

Due to advertising deadlines, our sponsorship deadline is April 1st, 2026. Sponsorship spots are limited due to us wanting to be able to effectively market/promote the company. Due to 2024 and 2025's incredible reviews, we have many sponsorship spots already taken, so we advise getting in touch with us ASAP. Spots are first, come first serve.

If you are interested, just fill the brief form below out. For more information you can email me at jon@bellcountytourism.com or call/text me at 606-499-0567. **We will need a high-res image of your company logo in PNG form only emailed to the aforementioned email (let us know if you need assistance in this).**

You can cut out the form below and mail it with a check for sponsorship to. Memo on check should read "Laurel Cove Sponsorship Package". We will return email with invoice and W9:

Bell County Tourism / 2215 Cumberland Ave / Middlesboro, KY 40965

You may also email us the following info and only mail check. You can also PayPal jon@bellcountytourism.com

Company Name: _____

Authorized Representative Name: _____

Authorized Representative Signature: _____

Contact Email: _____ **Contact Phone:** _____

Sponsor Level Desired (Please Check Box):

- ☐ **Diamond Sponsor (\$20,000 – only one available)**
- ☐ **Platinum Sponsor (\$10,000 – only three available)**
- ☐ **Gold Sponsor (\$5,000)**
- ☐ **Silver Sponsor (\$2,500)**
- ☐ **Bronze (\$1,000)**
- ☐ **Friend of LCMF (\$500)**

Additional Sponsorship Options (See Page 3 For Pricing and Info)

- ☐ **Creekside Stage Sponsor**
- ☐ **Hospitality Sponsor**
- ☐ **Green Room Sponsor**
- ☐ **Event Program Sponsor**
- ☐ **Event Banner Sponsor**
- ☐ **Gift Bag Sponsor**
- ☐ **Rack Card/Poster Sponsor**
- ☐ **Media Sponsor**

Notes From Sponsor (Optional):

Laurel Cove Music Festival Reviews

Voted One Of The Top Festivals In The United States by both Holler and Saving Country Music

People Magazine: "What Laurel Cove Music Festival excels at is being an "anti" festival, in the best possible way. Its founder, Jon Grace, and his band of close friends who help throw the festival every year, scour the entire scope of the aforementioned relative genres to hand-pick a lineup that both enthralls fans and often predicts who is going to experience massive success in the coming months and years."

<https://people.com/laurel-cove-music-festival-2025-kentucky-delivers-near-woodstock-experience-11756266>

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Garden and Gun: "The festival has been the first headline stop for such acts as Charles Wesley Godwin, 49 Winchester, and Wyatt Flores. Run entirely by volunteers, Laurel Cove draws fans from all over the country, testifying to the power of music in even the most remote Southern holler."

<https://gardenandgun.com/articles/whats-happening-in-the-south-june-july-2025/>

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Capture Kentucky: "If you've never heard of Laurel Cove, I beg of you to make a trip to this hidden gem nestled in the hills of Pineville, Kentucky. It's truly a Kentucky treasure."

<https://www.capturekentucky.com/rain-aint-no-thang-day-one-of-the-laurel-cove-music-festival-in-pineville/>

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Wide Open Country: "...The festival has quickly garnered appreciation from artists and fans alike for its gorgeous Appalachian Mountain scenery and focus on highlighting some of the best regional and up-and-coming songwriters in the business."

<https://www.wideopencountry.com/laurel-cove-music-festival-2022/>

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The Amp: "Among the many great venues and festivals in the Bluegrass state, this one stands out for its incredible display of staging and the lineup."

<https://turnuptheamp.com/home/2022/10/19/laurel-cove-music-festival-2022>

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Saving Country Music: "Over the last few years, we all haven't been able to stop harping on all the great country music talent coming out of the greater Appalachian region, from Kentucky, to West Virginia, to the Commonwealth, to south and eastern Ohio. One festival with its finger squarely on the pulse of all of this has been doing their level best to put all that talent together in one place is Laurel Cove Music Festival."

<https://www.savingcountrymusic.com/laurel-cove-music-festival-offers-best-of-appalachian-roots/>

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Commonwealth Country: "Very few music festivals provide this level of talent and value to fans...The fellowship among the artists and fans genuinely makes it such a uniquely memorable event. There was a tangible aura of musical brotherhood throughout the weekend..."

<https://commonwealthcountrymusic.com/2022/09/03/festival-feature-highlights-laurel-cove-music-festival-2022-gallery/>



McKenzie is with Christopher at Laurel Cove Amphitheater.

June 9 · Calvin ·

Laurel Cove heals 🍷

Without a doubt, the absolute best weekend! There's nothing like it.

[Laurel Cove Music Festival](#)



Larry

June 9 ·

[Laurel Cove Music Festival](#) was hands down the absolute BEST festival I've ever been to ... Sheeeewww BUDDY doesn't even cover it!!!



Top fan

Lee

Blessed beyond measure and grateful to you, your staff, volunteers, vendors and the finest musicians. It is my very favorite festival every year.



Samantha is with Jacob

June 10 ·

[Laurel Cove Music Festival](#) has always been my favorite but this year was something truly, unique and special. The weekend was full of great music and the best people. I'm blessed to have these memories. [#musicbloomshere](#) [#RedClayStrays](#) and the [#pondtakeover](#)



George

January 12 ·

Best Music Festival in Kentucky.



Renee

June 10 ·

Best festival I have ever been to!



Darren

January 13 ·

Lineup is fire but [Jon Grace](#) always has a stellar lineup. The best festival in the stste.



Chad

Best experience of my life!!

5w Like Reply



Julia

June 7 ·

Best. Music. Festival. Ever.



Top fan

Jack

Best weekend of my life! I cannot wait for next year

5w Like Reply



Madylin

June 10 ·

Cove is the best part of my year every year,



Paula

June 10 ·

[Laurel Cove Music Festival](#) was truly magical! This was our first year and it was amazing. The venue looks and feels like a fairytale, the people are the nicest I have ever met and the music... OMG there are no words to accurately describe! Thank you [Jon Grace](#) and all the others that created such an enchanting festival, my most favorite ever! ❤️



Taylor Hunnicutt

Hands down the most magical festival we have ever been a part of. Thank you for all you do.

5w Like Reply



Annette is with Troy

June 10 ·

Finally settling down after one of the best festival weekends that [Troy](#) and I have ever had.



Ethan

June 9 ·

[Laurel Cove Music Festival](#) couldn't have been any better, such nice people and some of the best music that's out there.



Cory

Amazing! Huge thanks to everyone for the best festival we have ever attended.

4w Like Reply



Bill

June 1 ·

Almost time for the best little festival on the planet!!

[Laurel Cove Music Festival 2024](#) ❤️



Amy is with Emma and 4 others.

June 11 ·

[Laurel Cove Music Festival 2024](#) was the best yet! Pictures can't express how much fun we had.



Kelli is with Tabitha and 3 others.

June 9 ·

[Laurel Cove Music Festival](#) is the best! See y'all next year!



Mary is at Laurel Cove Music Festival

June 17 at 1:54PM · Pineville ·

[Laurel Cove Music Festival](#) is holy ground for me. The people, the music, the beautiful, verdant mountains. There is no proper way to convey how deeply I feel this place, or how quickly I want back.