



2024 Sponsor Packet



#MusicBloomsHere



To Whom It May Concern:

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 2023 Laurel Cove Music Festival, which takes places on June 7th and 8th, 2024 at Pine Mountain State Resort Park in Pineville, KY. 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 four short years. The venue of the festival, Laurel Cove Amphitheater, is absolutely jaw-dropping. Seating around 1,300 people, it is 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 home, and 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 27 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. We may 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 Morgan Wade, Lost Dog Street Band, The Red Clay Strays, Charles Wesley Godwin, 49 Winchester, Sierra Ferrell and many more are just a few of the acts that have played our lineup in the past and are now making major waves with their careers.

For 2024, we are planning on taking things up a notch more, both with our lineup and our marketing efforts. The Kentucky music scene is unlike any in the country right now, and Laurel Cove Music Festival has quickly become one of its staple events. This is where fans, industry folks, and even bigger festivals come to find the next big thing. We are happy we can promote it in so many ways this year, and pass that benefit on to our sponsors. Our lineup will be taken up a notch every single year, and through the help of sponsors we are able to keep the prices on this amazing festival as low as any in the state, despite having such amazing talent. We also make sure to go above and beyond when it comes to reciprocating the support your company gives to this festival by promoting it in a myriad of ways, which are detailed in this packet.

We're not the biggest or most flashy festival in the state, and we don't want to be. But as far as smaller and medium sized festivals, people think we're top shelf, as you can see from the few reviews I've attached from previous years. 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 our states most talked-about music festivals.

Thanks so much for your consideration!

A handwritten signature in black ink, appearing to read "Jon Grace", written in a cursive style.

Jon Grace / Bell County Tourism Director

Cell: 606-499-0567/ Email: jon@bellcountytourism.com / FB: www.facebook.com/LaurelCoveMusicFestival

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

<u>Sponsor Benefits</u>	Diamond (\$10,000)	Platinum (\$5,000)	Gold (\$2,500)	Silver (\$1,000)	Bronze (\$500)
Official Partner Status	✓				
Billboard logo	✓				
Cottage at Pine Mountain	✓				
Individual banner	✓	✓			
Logo in commercial	✓	✓			
Radio/newspaper shoutouts	✓	✓			
Green room access	✓	✓			
Dedicated social media post	✓	✓	✓		
VIP parking	✓	✓	✓		
Free vendor space	✓	✓	✓		
Tickets to show (see notes below)	✓	✓	✓	✓	
Mention on stage by MC	✓	✓	✓	✓	
Logo on stand up banner	✓	✓	✓	✓	✓
Logo in event program	✓	✓	✓	✓	✓
Event rack card logo	✓	✓	✓	✓	✓
Event banners (all sponsors)	✓	✓	✓	✓	✓
Collective social media post	✓	✓	✓	✓	✓
Logo on digital screen behind stage	✓	✓	✓	✓	✓
Event poster logo	✓	✓	✓	✓	✓
Helping local tourism & nonprofits!	✓	✓	✓	✓	✓

Both Bell County Tourism and Main Street Pineville will be putting forth financial contributions much more than any sponsorship level, and we will limit our sponsors to only one **Diamond sponsor (\$10,000)**, five at the **Platinum (\$5,000)** level, six companies at **Gold (\$2,500)**, and ten at the **Silver (\$1,000)** and **Bronze (\$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 will be for nights of June 9th and 10th and sleeps 5 (2 bedrooms/4 beds and a couch).
- Logos will be placed in respect to order to sponsor level (I.e. Diamond sponsors have top/largest logos, Platinum second tier/next largest, etc....)
- Bronze 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 30th, 2023).
- Each level also comes with the following amounts of free tickets:
 - **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) - \$7,500. Sponsor benefits similar to Platinum Package, minus billboard logo and partner status. Additional benefit includes company banners placed at the Creekside Stage at Laurel Cove Music Festival and mentioned at least 10 times on Creekside stage throughout weekend. The Creekside, while it is our secondary stage, is hugely popular and has seen some massive crowds since its inception in 2021. Artists like Cole Chaney, Vincent Neil Emerson, Abby Hamilton, Logan Halstead and many more have had legendary performances with crowds of 300 plus people at it.

Green Room/Band Area Sponsor (2 available) - \$2,500 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 (1 available) - \$2,500 or 20 double hotel rooms. Sponsor benefits are equal to the Gold 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 \$2,500 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.

Event Program Sponsorship (1 available) – 1,000 Event Programs. Benefits will be equal to 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 Silver or Gold 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 Silver (\$1,000) to Gold (\$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.

Artist Gift Bag Sponsor (1 available) – \$2,500. Benefits will be equal to Gold Level sponsorship, and a company banner will be allowed to be placed in Green Room area where gift bags are. This sponsorship will pay for items we place in artist gift bags each year and is a great way to get your companies name out to the artists who play the event!



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

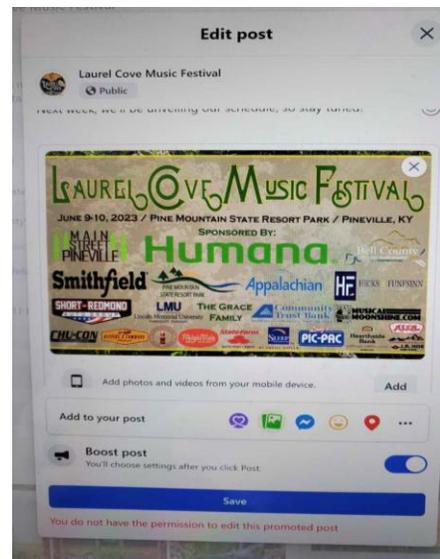


One of six (6) 12'x4' banners promoting our sponsors from last year hung prominently throughout event.

Logos in Commercial for 2023



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 state. 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 May 1st. Sponsorship spots are limited due to us wanting to be able to effectively market/promote the company. 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 (\$10,000 – only one available) **Platinum Sponsor (\$5,000)**

Gold Sponsor (\$2,500) **Silver Sponsor (\$1,000)** **Bronze (\$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**

Notes From Sponsor (Optional):

Laurel Cove Music Festival Reviews

Hippies and Cowboys: “Bell Co, KY (Southeast Kentucky) is home to one of the finest music scenes in the entire country, and the jaw dropping mountain scenery that will have you counting down the days until you return.”

<https://www.thehippiesandcowboys.com/blog/q43f54sj7geqtzkd6k4gy0xl50c9xt>

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/>

<https://www.capturekentucky.com/attack-of-the-mothra-day-two-of-the-laurel-cove-music-festival-in-pineville/>

Middlesboro Daily News: “Seats were full early on Friday with attendees from all over the country, and despite the rain, everyone was having a blast. It is evident that our community has found a gem with this event.”

<https://www.middlesboronews.com/2021/06/15/thats-a-wrap-laurel-cove-music-festival-is-a-hit/>

Wide Open Country: “Held in Pineville, Ky. at the Laurel Cove Amphitheater inside Pine Mountain State Resort Park, 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/>

The Amp: “While there, I heard someone refer to this spot as “the Red Rocks of Appalachia” and that has been how I mostly describe it when speaking in person. 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>

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.”

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

Commonwealth Country: “Very few music festivals provide this level of talent and value to fans. But it’s not just the price or the subjective assessment of musical quality that makes Laurel Cove stand out. 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/>

LCMF Attendee Reviews

 **Amy C Wilkins** is with **Randy Ruff** and 2 others at **The Laurel Cove Amphitheater at Pine Mountain SRP.** June 12 · Calvin · 🌳

Laurel Cove Music Festival was hands down the best festival I've been to. Great line up, amazing location and hanging with friends that are family. Thank you [Jon Grace](#) for being you! Thank you [Puck Bunny Photos](#) your pics!



  **Tiffany Romo Padilla, Kevin Smith and 21 others**

 Like  Comment  Share

 **Jeff Cox** June 11 · 🌳

Laurel Cove Music Festival is a model for other events. The work put in and the resulting community building taking place will mark a special place in Bell County's history. Thanks Jon and your crew.



  You, Daniel Crawford, Lary Pierce and 165 others

 Love  Comment



Michelle Sawyers
June 11 · 🌐



Laurel Cove was an absolute dream. I'm so proud of our music venues in Kentucky. The Riverside will always be home but dang, its so nice to go explore all this state has to offer. [Jon](#), [Daniel](#), [Blake](#) and all the Laurel Cove crew, y'all have made that amphitheater come to life 🥰❤️



You, Aimee Russell Grace, Daniel Crawford and 59 others

4 Comments

Love

Comment

Share



Aaron Denton
June 13 · 🌐



Laurel Cove is the most unique festival I've ever been to. It's in a forest on the largest mountain in Kentucky, every single person was polite and friendly as hell, and the artist actually mingled with the crowd and were totally accessible and nice. What a wonderful experience. The music was 🔥



Hippies and Cowboys Podcast

June 13 · 🌐

[Laurel Cove Music Festival](#) supplies us with the two best days of the year every year. Thank you to Colonel [Jon Grace](#) for all of your hard work and dedication to... [See more](#)

3

Like

Comment

Share



Hailey Howard

June 12 · 🌐



Couldn't have asked for a better weekend! [Laurel Cove Music Festival 2022](#) was amazing seeing some of the best talent around! Seeing some of my greatest friends including [Roger B Combs](#) himself, pulling up in a limo and of course getting to talk to the man behind it all, Kentucky Colonel [Jon Grace](#). Already counting down the days until next year!



Raquel Rivas, Zac Little and 20 others

2 Comments

Like

Comment

Share



Jessica Blankenship

June 12 · 🌐



Laurel Cove Music Festival is one of my favorite festivals held at Pine Mountain State Park. It is the most peaceful atmosphere where you can hear a pindrop as artists performed. A lot of blood, sweat, and tears go into planning the event where many attend not from Bell County. [Jon Grace](#) and his crew outdone themselves this year. We had a couple of surprises for him that I think it is safe to say shocked him.

The music community is strong especially in southeast Kentucky. W... [See more](#)



Aimee Russell Grace, Ted Messer and 59 others

1 Comment 2 Shares

Like

Comment

Share

Not that I want more competition for tickets, but I need to tell y'all about what a gem the [Laurel Cove Music Festival](#) is. [Jon Grace](#) and his crew in Bell County are great at what they do.

Tucked into the middle of the forest at Pine Mountain State Park is the Laurel Cove Amphitheater, a 1930s CCC project. It's beautiful. It has amazing shade, benches, seats or lawn - all with great views of the stage. There's another little stage tucked next to a creek.

Big friendly energy in the southeast part of our state. Folks exude a welcoming attitude and pride in their community. We camped for the weekend and had such a great time.

If you want to hear up-and-coming acts in the not-country-radio-country-music/Americana genre, most with local ties, keep a look out for announcements about tickets and lineups early next year.



Teri Butler Doshier

June 11 · 🧑🏻‍🤝‍🧑🏻



Back from another magical weekend at [Laurel Cove Music Festival 2023!](#) By far the most magical music event of the year. The setting. The music. And that beautiful crowd of people. There's so much love and respect for the music and the artists. It's kinda like heaven on earth for me.

And, I always bring back favorite new finds. This year I need to tell you about [Abe Partridge](#), such a talented singer songwriter, no band is needed. I loved him so big. And the holy moly blew me ... [See more](#)



You, Amy Campbell Cox, Camille Hall and 41 others

26 comments

Love

Comment

Share