



13th  
Annual

Carolina Country  
Stampede

# Carolina Country Stampede Celebrates 13th Year

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This year Williamston Downtown, Inc, will be host for the 13<sup>th</sup> Annual Carolina Country Stampede to be held in Williamston the last weekend of September, Sept. 25 & 26, 2009. The event is a Main Street festival held in beautiful downtown Williamston surrounded by a weekend of musical acts appearing on two stages. Filling the streets with excitement are more than 100 vendors and entertainment for the entire family

Highlighting this exciting weekend

for Williamston and Martin County is the North and South Carolina state finals for the Colgate Country Showdown ([www.colgatecountryshowdown.com](http://www.colgatecountryshowdown.com)).

The Showdown is the nation's largest country and R & B music talent search to find the best new country music acts of the year. In its 25 years, the Showdown has seen some of the best country music stars emerge through its national competition including Garth Brooks and LeAnn Rimes.

## The Event

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The Carolina Country Stampede takes over downtown Williamston to produce an unforgettable family weekend, with thousands of folks attending from all over eastern North Carolina and neighboring states. On Friday afternoon, the streets fill with vendors offering a variety of food and handmade crafts and gift items ranging from North Carolina peanuts to hand crafted items.

On Friday evening, the Main Stage in front of Williamston Town Hall kicks off the weekend with music drawing thousands of people. Friday evening musical acts in the past have included The Chairman of the Board, The Embers and Mustang Sally.

On Saturday the stage located on West Main features local and regional musicians and kid's shows.

By mid-afternoon on Saturday, area winners in the Colgate Country Showdown compete on the Main Stage for the Carolina championship and

\$1,000 prize. The winner advances to the Regional Finals and a chance at the National Finals. The National Finals of the Colgate Country Showdown is a syndicated one-hour television special that has featured Williamston three times over the last four years. Winners appear with such stars as Tanya Tucker, Kenny Rogers, Willie Nelson, LeAnn Rimes and Ricky Van Shelton. The National Winner receives \$100,000.

In 2006, our winner, Megan Peeler advanced to the national competition and WON! She came back in 2007 for an encore performance.

Following the Showdown, the Carolina Country Stampede presents a major musical act to highlight Saturday evening. Past acts have included Sammy Kershaw, The Kentucky Headhunters, John Berry, Lee Roy Parnell, Shenandoah, John Anderson, David Frizell, and Highway 101.

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# Sponsorship Opportunities

## **Platinum Sponsorship - \$5,000**

### **Benefits**

1. Main Stage Name, Title sponsor of 2009 Stampede and Banner placement on the East end of Main Street; banner paid for by the Carolina Country Stampede Committee.
2. Name and logo on free promotional items/giveaways for the general public to be distributed during the festival: items may include tote bags, Frisbees, stadium cups, etc.
3. Business name in all forms of advertising, websites, press releases, and fliers.
4. Live radio remote interviews with The BEAR 98.9 during the Carolina Country Stampede on Saturday of the festival.
5. Business name or logo on the Carolina Country Stampede Web site and URL link to your home page
6. Banner placements at the Carolina Country Stampede event paid for by the Carolina Country Stampede Committee.
7. Free vendor booth space.
8. Use of hospitality/VIP room which includes free food, drinks and relaxation with other sponsors and talent during the Carolina Country Stampede. Tickets will be provided to you.
9. This package includes 8 VIP parking passes close to the main stage and hospitality/VIP room.

## **Gold Sponsorship - \$ 3,000**

### **Benefits**

1. Stage name and banner placement anchoring West end of Main Street, banner paid for by the Carolina Country Stampede Committee.
  2. Name and logo on free promotional items/giveaways for the general public to be distributed during the festival: items may include tote bags, Frisbees, stadium cups, etc.
  3. Sponsorship name use in all advertising, websites, press releases and fliers.
  4. Live radio remote interviews with The BEAR 98.9 during the Carolina Country Stampede on Saturday of the festival.
  5. Banner placements at the Carolina Country Stampede paid for by the Carolina Country Stampede.
  6. Free vendor booth space.
  7. Use of hospitality/VIP room which includes free food, drinks and relaxation with other sponsors and talent during the Carolina Country Stampede. Tickets will be provided to you.
  8. This package includes 6 VIP parking passes close to the main stage and hospitality/VIP room.
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## **Silver Sponsor - \$ 1,500**

### **Benefits**

1. Banner placements at the Carolina Country Stampede event paid for by the Carolina Country Stampede Committee.
2. Name and logo on free promotional items/giveaways for the general public to be distributed during the festival: items may include tote bags, Frisbees, stadium cups, etc.
3. Sponsorship name use in all advertising, websites, press releases and fliers.
4. Live radio remote interviews with The BEAR 98.9 during the Carolina Country Stampede on Saturday of the festival.
5. Free vendor booth space.
6. Use of hospitality/VIP room which includes free food, drinks and relaxation with other sponsors and talent during the Carolina Country Stampede. Tickets will be provided to you.
7. This package includes 4 VIP parking passes close to the main stage and hospitality/VIP room.

## **Bronze / General Sponsor - \$500**

### **Benefits**

1. Banner placements at the Carolina Country Stampede event paid for by the Carolina Country Stampede Committee.
2. Sponsorship recognition on websites, press releases and fliers.
3. Use of hospitality/VIP room which includes free food, drinks and relaxation with other sponsors and talent during the Carolina Country Stampede. Tickets will be provided to you.
4. This package includes 2 VIP parking passes close to the main stage and hospitality/VIP room.

## **Hospitality Room Sponsor—\$100**

### **Benefits**

1. Use of hospitality/VIP room which includes free food, drinks and relaxation with other sponsors and talent during the Carolina Country Stampede. Tickets will be provided to you.
2. Sign placement, business cards and/or product display in the Hospitality room to be provided by sponsor.

## **The Purpose**

Country crossover and beach music fans provide the most listened to audience in Eastern North Carolina. This audience provides an attractive advertising means to draw these music fans into regional businesses. This appreciation is highlighted through the participation of many major media outlets (television, radio and print) and the support of thousands of Colgate Showdown fans who, each year, enjoy new talent, new music and the drama of high-stakes competition.

The Carolina Country Stampede also promotes appreciation from families, music followers and the community in general for sponsors. This awareness of sponsors comes at a critical time of year - the beginning of the fourth quarter - the busiest time of year for many businesses.

To enhance your sponsorship, your businesses' name is associated through media advertising. If you paid full price for this advertising it would cost more than \$30,000. How better else to associate your business or agency with a family weekend that carries the benefits of these advertising dollars?



# Carolina Country Sponsorship Form

Pick your package	Sponsorship Opportunity	Price
[   ]	Platinum Sponsorship	\$ 5,000
[   ]	Gold Sponsorship	\$ 3,000
[   ]	Silver Sponsorship	\$ 1,500
[   ]	Bronze/General Sponsorship	\$ 500
[   ]	Hospitality/VIP Room Sponsorship	\$ 100
	Total	

Please note: The sooner we receive your sponsorship commitment the more value added promotion we can do for your business.

**Angela Waters will be the contact for Sponsors for the 13th Annual Stampede. She can be reached at 252-714-9952. She will coordinate all sponsor activities and benefits.**

**Please fill out the following information.**

**Business Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Sponsorship level requested:** \_\_\_\_\_

**Please attach any logos, letterhead or business cards to this application or sponsorship form for reproduction.**

Signature \_\_\_\_\_

**MAKE CHECKS PAYABLE TO: WDI/CAROLINA COUNTRY STAMPEDE**

**Carolina Country Stampede  
P.O. Box 464  
Williamston, NC 27892**

**Phone: 252-792-5142  
Fax: 252-792-2509  
Email: rbkanipe@yahoo.com**

**Please Note Change of Address!**