



22nd  
Annual

# Carolina Country Stampede



## Carolina Country Stampede Celebrates 22nd Year

This year Williamston Downtown, Inc, will host for the 22nd Annual Carolina Country Stampede to be held in Williamston the last weekend of September, Sept. 28th & 29th, 2018. The event is a Main Street festival held in beautiful downtown Williamston surrounded by a weekend of musical acts appearing on stage. Filling the streets with excitement are nearly 100 vendors and entertainment for the entire family. This year **The Band of Oz** is featured on Friday night and on Saturday Nashville recording artists **Aaron Tippin** will headline.

Events and activities this exciting weekend for Williamston and Martin County includes by popular demand a return of the “**Stampede Games for Cash and Prizes**” where contestants will compete in games of skill and fun for cash and other prizes.

On Saturday morning enjoy gospel music by *Curtis Hyler and Jubilation* and other great groups, all, Saturday on the Dominion Stage followed that evening by *more music by local artists and Nashville recording artist Aaron Tippin*.

### The Event

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 by **The Band of Oz** drawing thousands of people.

On Saturday the stage features local and regional gospel groups Curtis Hyler and Jubilation, Joyce Brown and Joyful Noise Gospel Singers and kid’s shows.

By mid-afternoon on Saturday, contestants in the “**Games for Cash and Prizes**” compete on the Main Stage for cash and other prizes. Following the games later that day on the Feyer Ford Stage up and coming artists will be playing an exciting blend of country and soft rock and then we will highlight

Saturday evening entertainment with **Aaron Tippin**, recording artist who has had more than a dozen in the 10 Billboard Host Country Songs charts. While they have numerous hits such as "You Have Got to Stand for Something," "Kiss This," "Where the Stars and Stripes and the Eagles Fly" and "Ain't Nothing Wrong with the Radio" **Aaron Tippin** over the top in country music.

Past performers have included Ricochet, Sammy Kershaw, The Kentucky Headhunters, John Anderson, Highway 101, Restless Heart, Confederate Railroad, Parmalee, and Trick Pony.

Join in the fun and entertainment on Main Street, you'll be glad you did.



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# Sponsorship Opportunities

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

### **Benefits**

1. Main Stage Name, Title sponsor of 2018 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 t-shirts, etc.
3. Business name in all forms of advertising, websites, press releases, and fliers.
4. Live radio remote interviews with 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 (if requested).
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 VIP parking passes close to the main stage and hospitality/VIP room.

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

### **Benefits**

1. Kids Area 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 t-shirts, etc.
  3. Sponsorship name use in all advertising, websites, press releases and fliers.
  4. Live radio remote interviews with 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 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 t-shirts, etc.
3. Sponsorship name use in all advertising, websites, press releases and fliers.
4. Live radio remote interviews during the Carolina Country Stampede on Saturday of the festival.
5. Free vendor booth space.
6. Use of hospitality/VIP area 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 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 area 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 Sponsor—\$100**

### **Benefits**

1. Use of hospitality/VIP area 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 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 could easily cost \$10,000. 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.

**Christina Craft will be the contact for Sponsors for the 22nd Annual Stampede. She can be reached at 252-792-5142 ext 243. 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: [christinacraft@townofwilliamston.com](mailto:christinacraft@townofwilliamston.com)

**Please Note Change of Address!**