

NORTH LIBERTY BLUES & BBQ



North Liberty Blues & BBQ celebrated its 10th year in 2016 with a record-breaking crowd of over 15,000 attendees at Centennial Park for a day of live music, mouthwatering barbecue, craft brews and great company. A "next level festival," as dubbed by The Gazette, Blues & BBQ has become a North Liberty tradition, and the tremendous support from sponsors has allowed us to produce an atmosphere that has created unforgettable memories for residents young and old. The planning committee is already hatching plans to make 2017 even better, and we need your help.

Your partnership supports our festival's effort to provide free, fun entertainment for North Liberty families and area residents while supporting local nonprofits. With a growing population and increasing event expenses, your partnership will help us keep the festival free and reach the next level of programming. We appreciate your consideration of a 2017 sponsorship.

Handwritten signature of Jillian Miller in blue ink.

Jillian Miller
Blues & BBQ Co-Chair
Community Engagement Coordinator
City of North Liberty

Handwritten signature of Nick Bergus in blue ink.

Nick Bergus
Blues & BBQ Co-Chair
Communications Director
City of North Liberty



Why support North Liberty Blues & BBQ?

Tradition

North Liberty families have been looking forward to the annual North Liberty Blues & BBQ since 2007, and we hosted some 15,000 guests in 2016 in Centennial Park. North Liberty's population recently surpassed 18,000 residents, so we'd say Blues & BBQ has become the place to be in July.

Volunteerism

The event brings over 300 volunteers together each year. Our volunteers help with everything from manning the inflatable rides to assisting the musicians to serving beverages to cleaning up after the party. Without our dedicated community members, this celebration would not be possible.

Non-Profit

The North Liberty Community Betterment Group is a 501(c)(3) non-profit organization. Every year we raise funds from within the community. All profits from Blues & BBQ go towards the next year's event and local charitable organizations. Contributions are tax-deductible.

Bigger and Better

We're growing, and 2017 will be the best yet. Plans are already in the works to add a "friends of Blues & BBQ" event on Friday evening while continuing to offer top-notch programming and entertainment on Saturday.

Build Community

North Liberty is the second fastest growing city in Iowa, and Blues & BBQ builds community by welcoming new residents and strengthening bonds with long-time residents through delicious barbecue and live blues.

Family Friendly

Blues & BBQ is known as a family-friendly event. We offer entertainment and activities for all ages.

Benefit Local Performers and Attract National Talent

We're proud to book some of the best blues musicians out there, including local artists. Just a few of the past performers are Kevin B.F. Burt, Evan Stock Trio, the Hector Anchondo Band, and our most notable act, St. Paul and the Broken Bones, whose performance brought national attention North Liberty Blues & BBQ in 2016.

Fun and Free Entertainment North Liberty Blues & BBQ is free for everyone. It's free to enjoy activities, listen to the music and Through the generous community support, we're able to keep this celebration free and open to everyone.

Kids (of All Ages) North Liberty is full of kids and every year they flock to the event. North Liberty Blues & BBQ offers up several activities for children. Kids, and parents alike, can enjoy inflatable rides, games and arts-inspired activities. Even the adults feel like kids at heart.



The more I listen to @StP_Broken-Bones the more anxious I get for Saturday's @bluesandbbq
- @HomegrownHawk



Come visit me in the beer tent @bluesandbbq @iacraftbeertent #iowabeer
- @LaciLower



We love you North Liberty Blues and BBQ Festival! Until next time #lovingeverminute
- Hector Anchondo Band



Beer, BBQ & Blues, what more can a guy ask for?
- straightbill



My granddaughters had so much fun. The slide was awesome!
- Tonya Daniels



"The Atmosphere was great, the food options were endless, the beer selection was on point, and the music was perfection"
- Slice Slice Baby Blog



You did yourselves proud, North Liberty! Great event!
- Dan Mascall



Beautiful day to meet up with friends in North Liberty for beer and BBQ @bluesandbbq
- ENeverman



I had a great time! See you next year!
- Terrie Stockbauer



"[The Kempnich's] said Blues & BBQ was high up on the list of blues events they have attended"
- The Gazette



Well done @bluesandbbq. What a great day for blues, family, friends, and Iowa Craft Beer
- @IACraftBeerTent



@StP_BrokenBones blew our minds! Thanks @bluesandbbq!
- @jholman8



North Liberty. You did it right tonight. Thank you @StP_Broken-Bones for an amazing night
- @marknolte



You guys hit it out of the park
- Hector Anchondo



Most fun I've ever had in North Liberty!
- Hannah

North Liberty Blues & BBQ brings the community together for a free, family-friendly event under the umbrella of live, blues-inspired music and remarkable food. The festival is coordinated by the North Liberty Community Betterment Group, a 501(c)(3) nonprofit organization. The planning committee is made up of business leaders, city representatives and North Liberty residents.

This North Liberty tradition would not be possible without the incredible support of local businesses. We offer various levels of sponsorship which include extensive promotion for your brand in the months leading up to, during, and after the event. Last year we hosted over 15,000 attendees in Centennial Park and we hope you'll join us this year on July 7 & 8, 2017. We appreciate your consideration.

Sponsorship Levels & Recognition

Prime - \$6,000

Space to promote your company during the event

Logo in our television commercial

Logo in our print advertising

Name in radio advertising

Logo on promotional posters

Name in our pre-event press releases

Logo and link on northlibertyblues.org

Name in the city's newsletter to all North Liberty residents

Logo in the spring and summer recreation programs

Access to photos for your newsletters and publications

On-stage thank you between musical acts all day long

Logo on the entrance banner at the front of the event

Opportunity to provide goodies to our community volunteers

Name in all of our newsletters and announcements

Pre-event thank you on social media

Post-event thank you in an e-mail blast and social media

First opportunity to renew your sponsorship for 2018

Choice - \$3,000

Logo in our print advertising

Logo on promotional posters

Name our pre-event press releases

Logo and link on northlibertyblues.org

Logo on promotional posters

Name in the city's newsletter to all North Liberty residents

Access to photos for your newsletters and publications

On-stage thank you between musical acts all day long

Logo on the entrance banner at the front of the event

Opportunity to provide goodies to our community volunteers

Name in all of our newsletters and announcements

Pre-event thank you on social media

Post-event thank you in an e-mail blast and social media

NORTH LIBERTY
BLUES & BBQ



Select - \$1,000

Name in pre-event press releases

Logo and link on northlibertyblues.org

Name in the city's newsletter to all North Liberty residents

Access to photos for your newsletters and publications

Name on the entrance banner at the front of the event

Opportunity to provide goodies to our community volunteers

Name in all our newsletters and announcements

Pre-event thank you on social media

Post-event thank you in an e-mail blast and social media