



# Rockabillagque Florida



VIVE LE ROCK PRODUCTIONS  
ROCKABILLAQUE FLORIDA 2022  
SPONSORSHIPS PROPOSAL





# HIGHLIGHTS

- ❖ SATURDAY, FEBRUARY 19<sup>TH</sup> AND SUNDAY, FEBRUARY 20<sup>TH</sup> AT THE SEMINOLE CASINO IN IMMOKALEE, FLORIDA LOCATED IN SOUTHWEST FLORIDA
- ❖ NOW A TWO-DAY FESTIVAL CELEBRATING MIDCENTURY AMERICANA INCLUDING AN EPIC CLASSIC CAR & VINTAGE MOTORCYCLE SHOW, ROOTS ROCK MUSIC FROM ALL OVER THE MAP, CONTESTS IN
- ❖ AN EPIC CLASSIC CAR SHOW & VINTAGE MOTORCYCLE SHOW
- ❖ LIVE MUSIC: REGIONAL AND NATIONAL MUSIC ACTS – OVER 40 MUSIC ACTS ON A LARGE OUTDOOR STAGE
- ❖ CONTESTS: PIN-UP, TATTOO, BEARD & MUSTACHE, RAFFLES PLUS A LARGE VENDORS MARKET
- ❖ OPPORTUNITIES FOR A DUAL SPONSORSHIP FOR ROCKABILLAQUE CHARLESTON IN NOVEMBER 2021
- ❖ ONLINE AND ONSITE SPONSORSHIP INTEGRATIONS AND ACTIVATIONS



# PROMO & ADVERTISING

- YOUR BRAND INCLUDED IN ADVERTISING, DIGITAL MEDIA PROMOTIONS, SOCIAL MEDIA POSTS & NEWSLETTERS
- UNIQUE INTEGRATIONS AND ACTIVATIONS
- ON-SITE PRESENCE DURING THE FESTIVAL
- AND POTENTIAL FOR CUSTOMIZATIONS TO PROMOTE YOUR BRAND



# ABOUT ROCKABILLAQUE

The Rockabillaque Florida Festival's inaugural event was in February 2020 and the event is a spin-off of our Festival in Charleston, SC now in its 8<sup>th</sup> year.

This will be our 2<sup>nd</sup> year in Florida, with over 10k in attendees having turned out for the first year. We are expecting even more people to come out to 2022's two-day festival!

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Celebrating midcentury Americana culture with live music on a massive outdoor stage, an epic classic car & vintage motorcycle show, contests including our pin-up contest and a giant vendors market. Rockabillaque Florida is hosted at the Seminole Casino in Immokalee, FL..

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This year's 2<sup>nd</sup> annual festival promises to take the event to the next level with our largest car & bike show, more music acts from across the map, and an expanded schedule of events.

Rockabillaque is action-packed festival that is unique, eclectic, fun-filled and draws a diverse crowd.

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# PLATINUM RECORD SPONSOR



## PLATINUM RECORD SPONSOR

### SPONSOR BENEFITS:

- Poster Inclusion: Prominent Logo on Official Poster and opportunity to be included on Car & Bike Show Poster, Contest Promos and Flyers
- Included in all Email Blasts leading up to the festival and sent weekly to over 22,000 subscribers from Rockabillaque's database
- Social Media Posts and Mentions on all Rockabillaque social channels, overall reach 500k impressions
- Print Advertising Inclusion: Logo included in print advertising and select digital ad's
- Sponsor Brand integration / activations at event
- 10x20 Booth at Festival plus opportunity to distribute promotional materials at event
- Website Inclusion: Prominent Banner on all Pages
- Event Photo Usage
- Business / Brand integrated into any Contests
- Further customization and integrations available
- First right of refusal for next Rockabillaque festival

**SPONSORSHIP FEE: \$2,500**

## HOT ROD SPONSOR LEVEL

### SPONSOR BENEFITS:

Presenting Sponsor of Classic Car & Vintage Motorcycle Show

- Poster Inclusion: Prominent Logo on Official Poster and Car & Bike Show Poster plus Flyers
- Included in all Email Blasts leading up to the festival and sent weekly to over 22,000 subscribers from Rockabillaque's database
- Social Media Posts and Mentions on all Rockabillaque social channels, overall reach 500k impressions
- Print Advertising Inclusion: Logo included in print advertising and select digital ad's
- Presenting of Car & Bike Show Awards including brand integration on trophies
- Sponsor Brand integration / activations at event
- 10x20 Booth at Festival plus opportunity to distribute promotional materials at festival
- Website Inclusion: Prominent Banner on all Pages
- Further customization and integrations available
- Event Photo Usage

**SPONSORSHIP FEE: \$2,500**

HOT ROD SPONSOR





# CONTEST SPONSOR



## CONTEST SPONSOR LEVEL

### SPONSOR BENEFITS:

Presenting Sponsor of a Specific Contest or Contests

- Poster Inclusion: Logo on Official Poster and Contest Flyers
- Presenting select Contests including Pin-Up, Tattoo, Beard & Mustache including brand integration into contest
- Social Media Posts and mentions on Rockabillaque social channels
- Print Advertising Inclusion: Logo inclusion in specific ad's and other pertinent promotion
- Included in select Email Blasts to over 22,000 customers from Rockabillaque's customer database
- 10x10 Booth at Festival plus opportunity to distribute promotional materials at festival
- Sponsor Brand integration / activations at event
- Opportunity to distribute promotional materials
- Event Photo Usage

**SPONSORSHIP FEE: \$1,000**

## CUSTOM SPONSOR PACKAGE:

### SPONSOR BENEFITS:

- We will work with you to create a fully customized Sponsorship Package that fits your brand and your budget, this package will be uniquely reflecting of your business brand
- Opportunity to pick and choose various perks and options from the other sponsorship packages
- Create unique integrations and activations both online and day of the festival for one or both days of the event.
- Sponsorship can include Car & Bike Show and Contest integrations
- Let us know if this is the Sponsor Package you prefer and we will set up a time to meet, do a zoom call or phone call to discuss further
- **SPONSORSHIP FEE: TBD**



CUSTOM SPONSOR  
PACKAGE

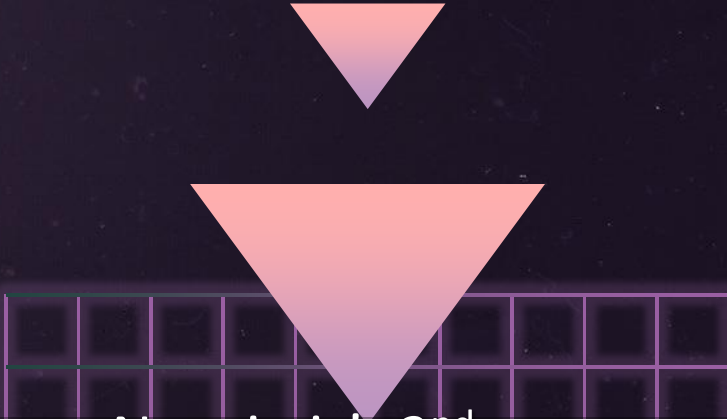




# Sponsor Both Festivals


- ❖ CUSTOMIZED SPONSORSHIP PACKAGE FOR PREMIERE SPONSORSHIP OF BOTH ROCKABILLAQUE CHARLESTON (NOVEMBER 13, 2021) AND ROCKABILLAQUE FLORIDA (FEBRUARY 19 & 20, 2022)
- ❖ MAXIMUM EXPOSURE TO A LARGE AUDIENCE AND A DIVERSE DEMOGRAPHIC
- ❖ CUSTOMIZED INTEGRATIONS/ACTIVATIONS, WE WORK WITH YOUR BRAND TO CREATE THE BEST SPONSORSHIP PACKAGE FOR BOTH FESTIVALS
- ❖ CONTACT US FOR DETAILS





Now in it's 2<sup>nd</sup> year  
Rockabillaque Florida has grown  
to be the biggest event of its  
kind in Florida and now being  
expanded to a two-day festival  
we have expanded the brand.

Rockabillaque Charleston is now  
in it's 8<sup>th</sup> year and has also  
grown to be the biggest event of  
its kind in the Carolinas.





# THANK YOU ROCKABILLAQUE FLORIDA 2021

## CONTACT

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