



Minnesota *Bluegrass* August Festival

The 46th Annual Minnesota
Bluegrass August Festival
August 6-9, 2026

at El Rancho Mañana,
Richmond, MN



SPONSORSHIP OPPORTUNITIES



INTRODUCTION

The Minnesota Bluegrass & Old-Time Music Association's August Festival (August Fest), now in its 46th year, is truly unique among music festivals. The largest bluegrass festival in the state of Minnesota, welcoming up to 7,000 attendees each year, it has fostered a vibrant multi-generational community and provided a platform for artists and non-artists alike to come together and share their passion for this distinctive genre.

August Fest cultivates a welcoming and inclusive atmosphere where people from diverse backgrounds can feel at home. Regardless of age, ethnicity, or social status, attendees unite through music, creating a sense of belonging and camaraderie. Bluegrass festivals such as this honor the rich traditions of the genre while also embracing innovation and evolution.

WWW.MINNESOTABLUEGRASS.ORG



ABOUT US



The Minnesota Bluegrass August Festival is very much a multi-generational event, with significant programming for people of all ages. As a music festival with camping, we see many audience members who travel and stay in RVs, many of whom are 55+, but very often they come with their adult children and grandchildren. In our “rough camping” areas, you’re more likely to find young families and young adults.

The unifying factor of all of the attendees is their love of bluegrass and old-time music, whether they’re listening to a concert, dancing at a square dance, or making music together with other attendees late into the night.

August Fest contributes to the overall quality of life in the region by providing residents with access to affordable entertainment and recreational opportunities.

Admission to August Festival is now free! For the cost of parking your vehicle, an entire family can enjoy all the festival has to offer. Concerts, dances, talent contests, and a festive community feeling. Your sponsorship will be associated with those benefits.



Mission

- To preserve and promote bluegrass and old-time stringband music in and around the state of Minnesota, honoring tradition and encouraging innovation.

Vision

- MBOTMA invites people to find a sense of belonging through experiencing, teaching, learning and participating in the creation of Bluegrass and Old-Time Music as part of a respectful and collaborative community.

6 FESTIVAL STAGES



MAINSTAGE

As its name implies, this great stage is where the Headline acts and prominent Minnesota bands perform. Set in a natural amphitheater, it seats up to 2,000.

Sponsorship Available



UNDERGROUND

Set against the backdrop of horses and a pond, the Underground features bands and music slightly outside the mainstream of bluegrass music.

Sponsorship Available



MARKETPLACE

When the Mainstage is on its meal breaks, the Marketplace stage is alive! Set among the food trucks and picnic tables, the Marketplace is always jumping.

Sponsorship Available

6 FESTIVAL STAGES



SHOWCASE

Old-time Music rules at the Showcase Tent. Square dances, line dances, yoga, workshops and more.

Sponsorship Claimed



FAMILY STAGE

In its own special area, the Family Stage features an open mic, crafting activities, daily talent contests, and performances by family bands.

Sponsorship Claimed



PICKIN' PARLOR LIVE

For late night fun, head to the Ranch House, El Rancho's on-site bar for raucous music, and rowdy audiences

Sponsorship Available

BENEFITS FOR SPONSORS



CONNECTION TO COMMUNITY

With admission to August Fest now free, your brand will be associated with making the event affordable and accessible to all families. The good feelings engendered by the event will be shared by all who make it possible.

SOCIAL ENGAGEMENT

The activities and events of August Festival are shared widely on social media sites, not only by MBOTMA itself, but also by the performing artists and their followers around the region who share their excitement for the event weeks before and after the event.

MEDIA EXPOSURE

August Fest is advertised throughout the region on radio, newspapers, online, billboards, and more. Your brand can be included in some or all of these outlets depending on your level of support.

SPONSORSHIP PACKAGES



TITLE SPONSOR

One Available.

Minnesota Bluegrass August Festival,
brought to you by YOUR NAME

NAME INCLUDED EVERYWHERE

INCLUSION ON BILLBOARDS

INCLUSION IN ALL RADIO ADS

INCLUSION IN ALL SOCIAL ADS

ALL BENEFITS BELOW

\$10,000



**MAINSTAGE
SPONSOR**

One Available.

Mainstage Concerts sponsored
by YOUR NAME

ON-STAGE BANNER

INCLUSION IN PRINT ADS

INCLUSION IN SOCIAL & RADIO ADS

AD-LIB 5 TIMES DAILY

OTHER BENEFITS BELOW

\$8,000

SPONSORSHIP PACKAGES



HEADLINER SPONSOR

Five Available.
NATIONAL ACT X sponsored
by YOUR NAME

TARGETED SOCIAL MEDIA ADS

RADIO MENTIONS WITH ARTIST

AD IN FESTIVAL PROGRAM

AD-LIBS DAY OF EVENT

OTHER BENEFITS BELOW

\$4,000



STAGE SPONSOR

Three Available.
X STAGE presented by YOUR NAME

SOCIAL/RADIO ADS FOR UG STAGE ACTS

ON-STAGE BANNER

AD-LIB 5 TIMES DAILY

AD IN FESTIVAL PROGRAM

LOGO ON WEB/SOCIALS

\$2,000

ADDITIONAL SPONSOR OPPORTUNITIES



Five Available.
X TENT sponsored
by YOUR NAME

AD IN FESTIVAL PROGRAM

BANNER IN SELECTED TENT

LINKS ON WEB/SOCIALS

TENT SPONSOR

\$1,000



Unlimited Available

AD IN FESTIVAL PROGRAM

LOGO ON WEB/SOCIALS

ON SITE BANNER

SPONSOR

\$500



Unlimited Available

AD IN FESTIVAL PROGRAM

ON SITE BANNER

PROMO SPONSOR

\$200

	Presenting Sponsor (1) <i>"Minnesota Bluegrass August Festival Presented by ___"</i>	Main Stage Sponsor (1) <i>"The Main Stage of August Fest is made possible by the generous sponsorship of ___"</i>	Headline Sponsor (2) <i>"Minnesota Bluegrass & Old-Time Music Association and ___ are proud to welcome...."</i>	Stage Sponsor (5) <i>"This stage at August Fest is made possible by the generous sponsorship of ___"</i>
Investment Level	\$10,000	\$8,000	\$4,000	\$2,000
Media Campaign	Included in all media assets, estimated \$10k media spend.	Included by name in all radio, logo placement in all campaign	Logo placement in all campaign assets	Captive Market and Day-of Placement
Program Duration	Length of campaign	Length of campaign	Day-of-Festival Brand Amplification	Day-of-Festival Brand Amplification
Broad-based Marketing	<ul style="list-style-type: none"> Radio - est 700,000 impressions - BOB FM 2 Billboards (St. Cloud & I-94) Local radio - KASM (Albany), KS95 and JAZZ 88.1 (Twin Cities) 	<ul style="list-style-type: none"> Radio - est 700,000 impressions BOB FM Logo placement on 1 billboard 	n/a	n/a
Captive Market Marketing	Digital: <ul style="list-style-type: none"> MBOTMA website MBOTMA member email blast MBOTMA Facebook Friends of MBOTMA Facebook Print: <ul style="list-style-type: none"> Full page brand ad in June-Oct <i>Minnesota Bluegrass</i> Monthly Magazine Print & Digital editions Flyer drops at Homestead Pickin' Parlor, Central MN Great River Libraries & local businesses 	Digital: <ul style="list-style-type: none"> MBOTMA website MBOTMA member email blast MBOTMA Facebook Friends of MBOTMA Facebook Print: <ul style="list-style-type: none"> Half page brand ad in June-Oct <i>Minnesota Bluegrass</i> Monthly Magazine Print & Digital editions 	Digital: <ul style="list-style-type: none"> MBOTMA website MBOTMA member email blast MBOTMA Facebook Friends of MBOTMA Facebook Minnesota Bluegrass Magazine Print: <ul style="list-style-type: none"> ¼ page brand ad in June-Oct <i>Minnesota Bluegrass</i> Monthly Magazine Print & Digital editions 	Digital: <ul style="list-style-type: none"> MBOTMA website MBOTMA member email blast MBOTMA Facebook Friends of MBOTMA Facebook Minnesota Bluegrass Magazine <ul style="list-style-type: none"> Carousel placement on MinnesotaBluegrass.com through October.
Festival Day-Brand Amplification	<ul style="list-style-type: none"> Banner placement on all stages Logo placement on Main Stage Banner (Presenting, Main Stage, and BOB-FM) Emcee 30 second copy at all stages 5x per day Included in all programs 	<ul style="list-style-type: none"> Banner & logo placement on main stage Emcee 5x per day Included in all programs 	<ul style="list-style-type: none"> Artist thank-you Emcee introduction before & after artist Included in all programs 	<ul style="list-style-type: none"> Emcee - 5x per day Included in all programs



Minnesota
Bluegrass
August Festival



THANK YOU FOR YOUR INTEREST!

**CONTACT: ROSS WILLITS,
EXECUTIVE DIRECTOR**

Phone 612-314-5125

Website www.minnesotabluegrass.org

Email ross@minnesotabluegrass.org