



400 Everett Rd.  
Farragut, TN 37934  
865.966.9040 FAX: 865.675.3787

June 21, 2010

I'm writing you to let you know of an opportunity that may interest you and your company. Union Cumberland Presbyterian Church is hosting its 2010 Union Bluegrass Festival on October 2, 2010. I invite you to participate as a sponsor of this event, the only Bluegrass Festival held in Farragut. Proceeds of the festival will benefit East Tennessee Children's Hospital.

I have attached a press release about the Festival, and a description of the various sponsorship opportunities and benefits. In addition to the specific benefits associated with individual sponsorship levels, sponsors will enjoy increased name recognition and goodwill in the local community. The total sponsorship package offers exposure that can be more directly targeted, more effective, and less costly than traditional advertising.

After you have had a chance to review the information enclosed, I would be happy to answer any questions. I look forward to your support in making our Bluegrass Festival a smashing success. Thank you for your consideration.

Sincerely,

Gaye Clingingsmith  
Bluegrass Festival Committee

Attachments

# Committed to Excellence



## Why become a Union Bluegrass Festival sponsor?

Sharing a mission in leading the way to healthy children, both spiritually and through giving financial support to East Tennessee Children's Hospital. Your sponsorship acknowledges your commitment to providing support for the best possible health care in East Tennessee, southeast Kentucky and western North Carolina. You may not realize it but by becoming a sponsor you hold a special role in helping this private, independent, not-for-profit medical center that has served East Tennessee since 1937.

- Event flyers are distributed throughout the area
- Event website provides up-to-date information with a listing of vendors
- Additional event advertising includes local newspapers, cable television and radio stations.

## What are the benefits of being a sponsor?

Specific benefits to sponsors have been identified for Honorary, Bronze, Silver, and Gold levels of sponsorship that range from:

- Your sponsorship acknowledged in our Festival Program Guide distributed with every admission
- Free Admission tickets – different levels
- Your company logo posted at our website location linked to the company homepage.
- Your sponsorship acknowledged at our hospitality booth
- Opportunity to hang banner or promotional signage in festival area
- Print materials provided by your company distributed at the festival.
- Your sponsorship acknowledged in the Performance tent.

Your thoughtful consideration of joining our family of sponsors or increasing your level of support is appreciated by us and the thousands of individuals who use the ETCH.

Thank you for your interest in sponsorship of the Union Bluegrass Festival and sharing a mission dedicated to helping East Tennessee Children's Hospital. Your sponsorship will help support ETCH and indicate that you are an active part in our community. Your support will be noted by thousands of Knox County residents.

Specific benefits of sponsorship have been identified for various **levels of sponsorship** for you to consider.

Please check the level of your corporate sponsorship commitment for September 19, 2010:

\_\_\_ Honorary \$25 - \$50

- Your company logo posted at our website location linked to the company homepage.
- Your sponsorship acknowledged in our Festival Program Guide distributed with every admission

\_\_\_ Bronze \$75 - \$100

- Two admission tickets
- Your company logo posted at our website location linked to the company homepage.
- Your sponsorship acknowledged at our hospitality booth
- Your sponsorship acknowledged in our Festival Program Guide distributed with every admission

\_\_\_ Silver \$250 - \$500

- Four admission tickets
- Your company logo posted at our website location linked to the company homepage.
- Your sponsorship acknowledged at our hospitality booth
- Opportunity to hang banner or promotional signage in festival area
- Your sponsorship acknowledged in our Festival Program Guide distributed with every admission
- Print materials provided by your company distributed at the festival.

\_\_\_ Gold \$1000 - \$5000

- Six admission tickets
- Your company logo posted at our website location linked to the company homepage.
- Your sponsorship acknowledged at our hospitality booth
- Company logo on advertising as sponsor
- Opportunity to hang banner or promotional signage in festival area
- Your sponsorship acknowledged in our Festival Program Guide distributed with every admission
- Print materials provided by your company distributed at the festival.
- Your sponsorship acknowledged in the Performance tent.

Please complete the form below and email a graphic to be added to the sponsor page.

([www.unioncpchurch.com/sponsors](http://www.unioncpchurch.com/sponsors)) Send form and graphic to [bluegrass@unioncpchurch.com](mailto:bluegrass@unioncpchurch.com)

Organization \_\_\_\_\_

Name \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

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## FOR IMMEDIATE RELEASE

For more information, contact:

Gaye Clingingsmith, Marketing  
Union Cumberland Presbyterian Church  
400 Everett Rd.  
Farragut, TN 37934  
865-966-9040  
Fax: 865- 675-3787  
Email: [unioncp@tds.net](mailto:unioncp@tds.net)  
[www.unioncpchurch.com/bluegrass](http://www.unioncpchurch.com/bluegrass)

## 2010 UNION BLUEGRASS FESTIVAL

Saturday, October 2, 2010, 1 day event – 10am – 6pm, Farragut, TN  
Admission: \$5/person Children under 12 FREE      Parking: FREE

Union Cumberland Presbyterian Church is having their annual Bluegrass Festival which is a family-oriented event in Farragut, TN. Come and enjoy the beauty of fall, championship barbeque, and world class bluegrass music. This event includes Championship barbecue and Arts & Crafts and other merchandizing vendors from all over Tennessee.

SHADE TREE PICKERS & JAMMERS welcome!

Featured Bluegrass bands are:

Monroeville aka Second Wind – 2010 Grammy Nominees ([matt@blu-wav.com](mailto:matt@blu-wav.com))  
Darin and Brooke Aldridge (<http://darinandbrookealdrige.com/>)  
Still-House (<http://www.thebluegrassblog.com/announcing-still-house/>)  
Will Tate and Six Mile – (<http://www.myspace.com/sixmileexpress>)  
Logan Murrell – (<http://www.myspace.com/loganmurrellband/>)  
Southern Gospel – Bethel University (<http://www.bethelu.edu/renaissancequartet/welcome>)  
Bluegrass – Bethel University (<http://www.bethelu.edu/renaissance>)

## PORTION OF PROCEEDS TO BENEFIT EAST TENNESSEE CHILDREN'S HOSPITAL

*East Tennessee Children's Hospital's vision is Leading the Way to Healthy Children. Children's Hospital is a private, independent, not-for-profit pediatric medical center that has served the East Tennessee region for more than 70 years and is certified by the state of Tennessee as a Core Regional Pediatric Center. Since its founding, Children's Hospital has upheld an Open Door Policy, ensuring that all children receive the best medical care possible, regardless of race, religion, or parents' ability to pay.*

For further information, contact Gaye at 865-966-9040

Driving Directions:

## **Union Cumberland Presbyterian Church**

400 Everett Road  
Farragut, TN 37934  
865-966-9040

We are located at the corner of Everett Road and Smith Road. Our parking lot can be accessed via two driveways one off Everett and the other off Smith Road.

From I-40 Campbell Station Road Exit # 373

Proceed south on Campbell Station - turn right at Grigsby Chapel. Walgreens is on your right as you turn. Continue down Grigsby Chapel to a three way stop at Smith Road and take a right. Continue down Smith past 2 stop signs. Church will be on your left.



Heading West on Kingston Pike

Go past Kohl's Department store and then CVS on your left. Kingston Pike makes a sharp turn to the right past Sugarwood. Watch carefully for the entrance to Everett Road on your right. You will see a wooden sign pointing to Union Cumberland Presbyterian Church. The church will be on your right. Turn into the parking lot just before the intersection of Everett and Smith.