



ENCORE

The Memphis Blues Society presented the inaugural Bona Fide Blues Festival™ (BFBF) on October 2 & 3, 2015, in Overton Square. The inaugural BFBF brought 4,000 festival attendees to Overton Square to see 45 incredible Blues performances over two days. After stellar feedback from all involved, we are proud to announce the **2nd Annual Bona Fide Blues Festival will be on Friday, September 30, and Saturday, October 1, 2016.**

The 2016 Bona Fide Blues Festival will again take place in Overton Square and share the same format with 45+ Mid-South Blues acts performing on two free, family friendly stages. Participants may also buy passes to several cooperating venues for additional Blues performances on Friday and Saturday night.

OUR AIM

The Bona Fide Blues Festival celebrates Memphis' best-known iconic cultural art form: The Blues. The BFBF is an authentic, homegrown event where Blues fans from around the world can see local musicians honored in their own land.

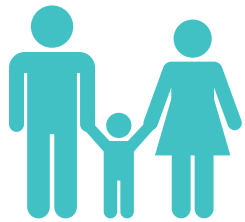
OUR CROWD

The inaugural Bona Fide Blues Festival brought in a diverse crowd. Locally, the BFBF elevated regional awareness of the Blues and increased the hometown audience of this original American art form. Abroad, the BFBF brought in Blues fans from far-flung states and other countries, with nearly 1,000 foreign fans attending in 2015. The BFBF is an event of tremendous significance for Blues fans around the world.

The Memphis Blues Society hopes to increase its audience for the 2nd Annual Bona Fide Blues Festival to at least 10,000 festival attendees.

OUR DIVERSITY

Volunteers surveyed almost 10 percent of attendees, and their results showed the BF'BF attendees to be a diverse group of all ages, addressing the Memphis Blues Society's goal of gathering mainstream Memphis audiences.



58% Male / **42%** Female

52% African-American / **40%** Caucasian

Over **50%** were under 50 years old



23% purchased wristbands or paid for admission in venues

77% enjoyed the two free stages



52% from Memphis

26% from other states through the U.S. (e.g., Mississippi, Missouri, Arizona, New York, Kansas, California, Minnesota, Arkansas)

22% from abroad (e.g., Australia, Belgium, Italy, Norway, Canada, UK, Germany)

OUR ARTISTS

All of the musicians interviewed stated that their experience was incredible and hope the festival will continue.

“Overall, the festival was a smashing success; it should become a precious tradition. Funders and those considering [attending] need to know that every dollar they invest will repay itself generously and in perpetuity. This festival can get that bigger and bigger!”

—Zeke Johnson, musician

OUR AWARENESS

The Bona Fide Blues Festival will always be the weekend before the King Biscuit Blues Festival. By selectively advertising in the Blues Festival Guide and Bridging the Blues, the BFBF targets international Blues aficionados who arrive in Memphis the week before the King Biscuit Blues Festival.

Archer Malmo created videos of the festival and posted them on social channels to promote the event. There were three billboards placed around Memphis one month before the festival. Advertising was placed in the *Blues Festival Guide* magazine, *Focus Magazine*, Bridging the Blues and Blues Foundation International Blues Challenge program, and announcements were made on Radio Memphis, Spotify and NPR.

Please view the website to watch interviews with musicians who played the inaugural Bona Fide Blues Festival: bonafidebluesfest.com

WHO WE ARE



The Memphis Blues Society

The Memphis Blues Society (MBS) is a nonprofit arts organization whose mission is to present live Blues performances, sustain Blues artists, preserve Blues culture and offer the entire Mid-South community, regardless of socio-economic status, age or disability, the opportunity to appreciate live Blues performances. Both Memphis and the Mid-South region uniquely contribute to the history and contemporary development of the Blues: a unique American art form. Local Blues musicians founded the Memphis Blues Society in 2005 for mutual support. The organization has grown to focus on developing local audiences for the Blues and expanding its public outreach and education. The MBS supports study, research and the culture that gave it birth. Over 80 percent of the MBS Budget goes directly to artists' performances and production personnel. In 2015, the society expanded the number of musicians involved with all programming and paid for over 475 musicians to perform at Sunday Night Jams, the Bluesday Tuesday concert series, the Bona Fide Blues Festival and the MBS Volunteer Appreciation and Membership parties. In addition, the MBS provided 2,500 opportunities for amateurs to play with professionals in venues with high production values and critical audiences. Over 15,000 people benefitted from these Memphis Blues Society Programs in 2015. The MBS membership has increased from 70 to over 245 in three years, has over 120 volunteers and has forged a new relationship with Volunteer Memphis. www.memphisbluessociety.com



Loeb Properties

Loeb Properties is the developer of Overton Square and other Midtown commercial centers. After the successful conclusion of Bluesday Tuesday in Overton Square, Bob Loeb said: "The Blues are a natural fit in Overton Square. The Blues are Memphis' most notable musical contribution to the country's cultural and entertainment life, and Overton Square is honored to host the Blues in Memphis' burgeoning cultural and entertainment center. The vibe of Bluesday Tuesday, in addition to our audience polls, confirmed our interest in a fall Blues Festival, and we are delighted to partner with the Memphis Blues Society to make it a success."

loebproperties.com

WHO WE ARE

ARCHER ▶ MALMO

Archer Malmo

Memphis' premier advertising, interactive and public relations firm is contributing its services to guide the development of the festival graphics and advertising.

archermalmo.com

MEMPHIS BLUES SOCIETY BOARD OF DIRECTORS

John Gemmill – President

Occupation: Field Office Director, HUD
Email: President@memphisbluessociety.com
Number of years on board: 5

Brian Wells – VP

Occupation: Musician
Email: brian_wells22@msn.com
Number of years on board: 4

Julian Malone – Treasurer

Occupation: CPA
Email: jcm@rowlandcarter.com
Number of years on board: 1

**Heidi Knochenhauer –
Secretary to the Board**

Occupation: Grant Writer
Email: heidi3@gmail.com
Number of years on board: 1

Michael Working

Occupation: Attorney
Email: workinglawfirm@gmail.com
Number of years on board: 4

Tracy Sow

Occupation: Bobby Rush's Publicist
Email: sowtracy@gmail.com
Number of years on board: 4

Mona Seligman

Occupation: Account Sales Manager
Email: mseligma@bellsouth.net
Number of years on board: 1

Marty Regan

Occupation: Attorney
Email: reganm@thomasonlaw.com
Number of years on board: 5

Willy Bearden

Occupation: Filmmaker
Email: willyb@aol.com
Number of years on board: 1

Dr. Russ Wigginton

Occupation: VP for External Programs
at Rhodes College
Email: wigginton@rhodes.edu
Number of years on board: 2

Robert Tooms

Occupation: Musician
Email: roberttooms@comcast.net
Number of years on board: 3

Mark Caldwell

Occupation: Project Engineer at FedEx
Email: mccaldwell159@att.net
Number of years on board: 3

Jared Johnson

Occupation: Project Engineer at FedEx
Email: jared.johnson2@fedex.com
Number of years on board: 1

Brandye Lee

Occupation: Director for Collage
Dance Collective
Email: brandyelee@gmail.com
Number of years on board: 1

Hite McLean

Occupation: Attorney
Email: hitro.mclean@gmail.com
Number of years on board: 1

BONA FIDE BLUES FESTIVAL ACTS IN 2015

- Barbara Blue
- Bill Abel
- Billy Gibson
- Blind Mississippi Morris
- Bo Keys
- Booker Brown
- Brandon Santini
- Cash McCall with Butch Mudbone
- Dan Charette
- Davis Coen
- Darren Jay & The Delta Souls
- David Daniels Band with Billy Earheart
- Delta Joe Sanders
- Don McMinn
- Earl the Pearl Banks
- Elmo and the Shades
- Eric Hughes Band
- Earnest “Guitar” Roy
- Garry Burnside
- Gary Kabakoff & Diana
- Ghost Town Blues Band
- Guy Venable
- Low Society
- Jack Rowell & TriplThret
- Kenny Brown
- Little Boys Blue
- Mark “Muleman” Massey
- Blues Healers
- Miranda Louise
- Zeke Johnson, Ms. Zeno, & Jimmy Crosthwait
- Mississippi Bigfoot
- Papa Don McMinn & The 3GB
- Preston Shannon
- Reba Russell Band
- Robert “Nighthawk” & The Wampus Cats
- Ruby Wilson
- Sharde Thomas and the Rising Star Fife & Drum Band
- Sean Apple
- Sista Lucille
- Sweet Angel
- Tyrannosaurus Chicken
- Terry Harmonica Bean
- Vince Johnson & The Plantation Allstars
- Watermelon Slim
- Joyce Cobb

The 2nd Annual Bona Fide Blues Festival™ lineup will be announced in June.

EVENT SCHEDULE

VIP PARTY AT BAR LOUIE

For sponsors and organizers of the festival

Thursday, September 29, 2016 – 7 PM to 11 PM

TOWER COURT SQUARE STAGE

Friday, September 30, 2016 – 5 PM to 11 PM

Saturday, October 1, 2016 – 1 PM to 11 PM

BAR LOUIE STAGE #2

Friday, September 30, 2016 – 5 PM to 11 PM

Saturday, October 1, 2016 – 1 PM to 11 PM

MULTI-VENUE (WRISTBAND ENTRY)

The Blue Monkey

Lafayette's Music Room

Wild Bill's (TBA)

Friday, September 30, 2016 – 9 PM – until

Saturday, October 1, 2016 – 9 PM – until

2ND ANNUAL
BONA FIDE BLUES FESTIVAL™
TITLE SPONSOR

For your tax-deductible donation of \$20,000, you will receive the following:

- Top listing in all material promoting the Festival and all signage at the Festival
- Listing on Cover of the Official Festival Program
- Listing on all Sponsor Boards displayed throughout the Festival Grounds
- Listing as a Main Sponsor of **Bluesday Tuesday throughout the 2016 Season**
- Twenty (20) VIP Lanyards for the VIP party on Thursday, Sept 29, and access to all evening venues
- Ten (10) sets of all Festival Merchandise (e.g., koozies, stickers)
- Fifteen (15) Shirts (please specify sizes): ___ S ___ M ___ L ___ XL ___ 2XL ___ 3XL ___ 4XL
- Three (3) Official Festival Posters (signed by winning artist of 2016 poster contest)
- Logo on BFBF and Memphis Blues Society websites
- Personalized Banner hung in Festival Grounds

SPONSOR INFORMATION

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

Email _____

Total Sponsorship \$ _____ Cash _____ Check # _____ PayPal _____

Please send sponsorship funds by June 1, 2016, to the address below:

Please make checks payable to: **Memphis Blues Society/BFBF**
c/o J. Martin Regan, Lewis Thomason
One Commerce Square, 29th Floor
40 South Main
Memphis, TN 38103

••• *We appreciate your support of Blues in the Mid-South* •••

2ND ANNUAL
BONA FIDE BLUES FESTIVAL™
STAGE SPONSOR

For your tax-deductible donation of \$10,000, you will receive the following:

- Prominent listing in all material promoting the Festival and Top Listing on Stage
- Listing on Cover of the Official Festival Program
- Listing on all Sponsor Boards displayed throughout the Festival Grounds
- Listing as a Sponsor of **Bluesday Tuesday throughout the 2016 Season**
- Fifteen (15) VIP Lanyards for the VIP party on Thursday, Sept 29, and access to all evening venues
- Eight (8) sets of all Festival Merchandise (e.g., koozies, stickers)
- Twelve (12) Shirts (please specify sizes): ___S ___M ___L ___XL ___2XL ___3XL ___4XL
- Two (2) Official Festival Posters (signed by winning artist of 2016 poster contest)
- Logo on BFBF and Memphis Blues Society websites
- Personalized Banner hung in Festival Grounds

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BONA FIDE BLUES FESTIVAL™
ACT SPONSOR

For your tax-deductible donation of \$5,000, you will receive the following:

- Listing in Festival Program; Prominent card as act plays
- Listing on all Sponsor Boards displayed throughout the Festival Grounds
- Ten (10) VIP Lanyards for the VIP party on Thursday, Sept 29, and access to all evening venues
- Five (5) sets of all Festival Merchandise (e.g., koozies, stickers)
- Eight (8) Shirts (please specify sizes): ___ S ___ M ___ L ___ XL ___ 2XL ___ 3XL ___ 4XL
- Two (2) Official Festival Posters (signed by winning artist of 2016 poster contest)
- Logo on BFBF and Memphis Blues Society websites

SPONSOR INFORMATION

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

Email _____

Total Sponsorship \$ _____ Cash _____ Check # _____ PayPal _____

Please send sponsorship funds by August 31, 2016, to the address below:

Please make checks payable to: **Memphis Blues Society/ BFBF**
c/o J. Martin Regan, Lewis Thomason
One Commerce Square, 29th Floor
40 South Main
Memphis, TN 38103

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2ND ANNUAL
BONA FIDE BLUES FESTIVAL™
ACT SPONSOR

For your tax-deductible donation of \$2,500, you will receive the following:

- Listing in Festival Program; Prominent card as act plays
- Listing on all Sponsor Boards displayed throughout the Festival Grounds
- Eight (8) VIP Lanyards for the VIP party on Thursday, Sept 29, and access to all evening venues
- Four (4) sets of all Festival Merchandise (e.g., koozies, stickers)
- Six (6) Shirts (please specify sizes): ___ S ___ M ___ L ___ XL ___ 2XL ___ 3XL ___ 4XL
- Two (2) Official Festival Posters (signed by winning artist of 2016 poster contest)
- Logo on BFBF and Memphis Blues Society websites

SPONSOR INFORMATION

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

Email _____

Total Sponsorship \$ _____ Cash _____ Check # _____ PayPal _____

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Memphis, TN 38103

2ND ANNUAL
BONA FIDE BLUES FESTIVAL™
BONA FIDE FRIEND SPONSOR

For your tax-deductible donation of \$1,000, you will receive the following:

- Listing in Festival Program
- Listing on all Sponsor Boards displayed throughout the Festival Grounds
- Six (6) VIP Lanyards for the VIP party on Thursday, Sept 29, and access to all evening venues
- Two (2) sets of all Festival Merchandise (e.g., koozies, stickers)
- Five (5) Shirts (please specify sizes): ___ S ___ M ___ L ___ XL ___ 2XL ___ 3XL ___ 4XL
- Two (2) Official Festival Posters (signed by winning artist of 2016 poster contest)
- Logo on BFBF and Memphis Blues Society websites

SPONSOR INFORMATION

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

Email _____

Total Sponsorship \$ _____ Cash _____ Check # _____ PayPal _____

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Memphis, TN 38103

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2ND ANNUAL

BONA FIDE BLUES FESTIVAL™

BLUES AFFICIANADO SPONSOR

For your tax-deductible donation of \$500, you will receive the following:

- Listing in Festival Program
- Four (4) VIP Lanyards for the VIP party on Thursday, Sept 29, and access to all evening venues
- Two (2) sets of all Festival Merchandise (e.g., koozies, stickers)
- Four (4) Shirts (please specify sizes): ___S ___M ___L ___XL ___2XL ___3XL ___4XL
- One (1) Official Festival Poster (signed by winning artist of 2016 poster contest)

SPONSOR INFORMATION

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

Email _____

Total Sponsorship \$ _____ Cash _____ Check # _____ PayPal _____

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