



HUDSON VALLEY BRASSROOTS FESTIVAL

8 Brass Bands in One Day on July 27, 2018 in Kingston, NY

Sponsorship Deck 2019





Mission

Our mission is to celebrate brass music in a rural, accessible and family-friendly environment. The 2019 festival will take place at Seed Song Farm in Kingston, NY on July 27-28 and will feature music from 8-12 bands whose influences range from the Balkans to Latin America, New Orleans second line to brass-punk and activist anthems.

We believe the Brassroots Festival will bring valuable tourist dollars to the mid-Hudson Valley region. We also aim to promote local businesses through sponsorships. While ticket sales will make up a portion of our budget, we need additional funding in order to make the event a success.

Looking Ahead

The 2018 festival featured eight brass bands from around the Northeast, a mix of local bands and others hailing from Providence, Boston and NYC. The response from the community was overwhelmingly positive as nearly 500 people turned out on a hot summer day to dance and enjoy the music, the farm and local food vendors.

In 2019 we are bringing an entirely new set of bands to the area and looking to expand into a second day of programming. This year, we are aiming for 800-1000 people to attend the festival. In order to continue growing we need your support.





Get Involved

We believe our sponsors will connect with the mission of Brassroots. Your sponsorship will support an event that engages community through the performance of live brass, but also the educational and sustainability focused initiatives of the farm and the growing arts scene in the mid-Hudson Valley region.

In 2019, we aim to create an educational component of our festival in which attendees will have a greater opportunity to interact with the musicians, to learn about the various musical genres instilled into brass music, as well as how they might join (or start) a similar musical project.

Continue reading to learn about our sponsorship levels and how you can contribute to help make the Second Annual Hudson Valley Brassroots Festival a success.

Connect With

500+ attendees

300+ musicians

600+ facebook followers

300+ Instagram followers

1300+ newsletter subscribers

400+ unique website visitors per month (average)





Sponsorship Levels

\$100 = promotion on social media channels

\$200 - \$500 = all the above + logo on website

\$500 - \$750 = all the above + logo on digital and print media

\$750 - \$1000 = all the above + small banner on-site

\$1000 - \$2000 = all the above + opportunity to share product with festival goers

\$2000 - 5000 = all the above + large banner on-site

About Us

The Hudson Valley Brassroots Festival was founded by musicians and producers Matthew “Max” Fass of Brooklyn-based Raya Brass Band and Kingston-based Max’s New Hat, and Francesca Hoffman of Hudson-based Brasskill. Their mutual love for brass music and its spontaneous, celebratory nature compelled them to create an environment where people could enjoy the music they love in a beautiful place outside of the city, and so, in 2018, Brassroots was born.

The Hudson Valley Brassroots Festival is a production of Hudson Valley Community Productions, a 501c3 Tax Exempt Arts Organization. The festival is also a recipient of a NYSCA 2019 Decentralization Grant.



About Seed Song Center

Seed Song Center is a 501(c)3 nonprofit organization that provides educational and cultural experiences of sustainable agriculture and agroecology. We offer all people access to quality food, shared meals, and farm-based arts and education experiences. By growing, sharing, and celebrating our food together, we evolve our local culture toward an equitable and sustainable land access and stewardship. Seed Song Center organizes youth summer programs as well as farm-based educational events, workshops and festivals.

