FloydFest 27

Echoes

JULY 22–25, 2027

MUSIC. MAGIC. MOUNTAINS.

FLOYDFEST.COM • FESTIVALPARK

• 5826 FLOYD HWY N, CHECK, VA

Partnership Deck

FloydFest.com | sam@atwproductions.com

ATWP PRODUCERS OF EXCELLENT EVENTS ◆ Festival PARK ◆ BLUE COW ARTS

“FloydFest has been around the block, but somehow it’s maintained its place as one of the best-kept secrets on the national festival circuit.”

RollingStone

Welcome to ...

FloydFest 27 Echoes

JULY 22–25, 2027

MUSIC. MAGIC. MOUNTAINS.

FLOYDFEST.COM • FESTIVALPARK • 5820 FLOYD HWY N, CHECK, VA

Blue Cow Arts Foundation and Across-the-Way Productions are excited to present in 2027 the nationally accredited FloydFest Music & Arts Festival, dubbed FloydFest 27˜Echoes, July 22-25, 2027. FloydFest is four days of music, magic and mountains, featuring outdoor adventures, vibrant and varied vendors, quality brews and chews, workshops and whimsy, children’s activities, art installations and a lineup featuring almost 100 artists performing on multiple stages over four days.

Our mission is to be the best music festival experience of our time. To sell a limited quantity of tickets to the highest quality event experience, bar none, celebrating music, art and life in an intimate, visually stunning environment; and to embody our values day-to-day within the organization, balancing relaxed style and a chill authenticity with detail orientation and high-quality work standards.

AFWP

Logarhythm CREATIVE

2 COLOR SUNBURST | 3 COLOR SUNBRUST | MOUNTAIN | VINTAGE WHITE

SUNSET | SONGBIRD | SOIL

HEART ICON

TYPOGRAPHY

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BANNER LAYOUT EXAMPLE

PROFILE IMAGE

WORDMARKS

SONGBIRD IN FLIGHT

HORIZONTAL LOGO

FloydFest – a boutique, 'tastemaker' festival

• Since debuting in 2002, FloydFest has garnered a reputation as the tastemaker festival, celebrated for its eclectic annual lineup, purposeful programming, knack for identifying talent and vibrant community spirit. The event, which draws thousands from across the country (and globe!), enjoyed an average annual increase in attendance of 15%; but when the event reached capacity in 2013, festival organizers decided to cap the attendance, giving the patron a one-of-a-kind boutique experience of thoughtfully curated live music, an unrivaled family friendly atmosphere and a focus on outdoor adventure. FloydFest annually attracts patrons from 47+ states, and multiple foreign countries

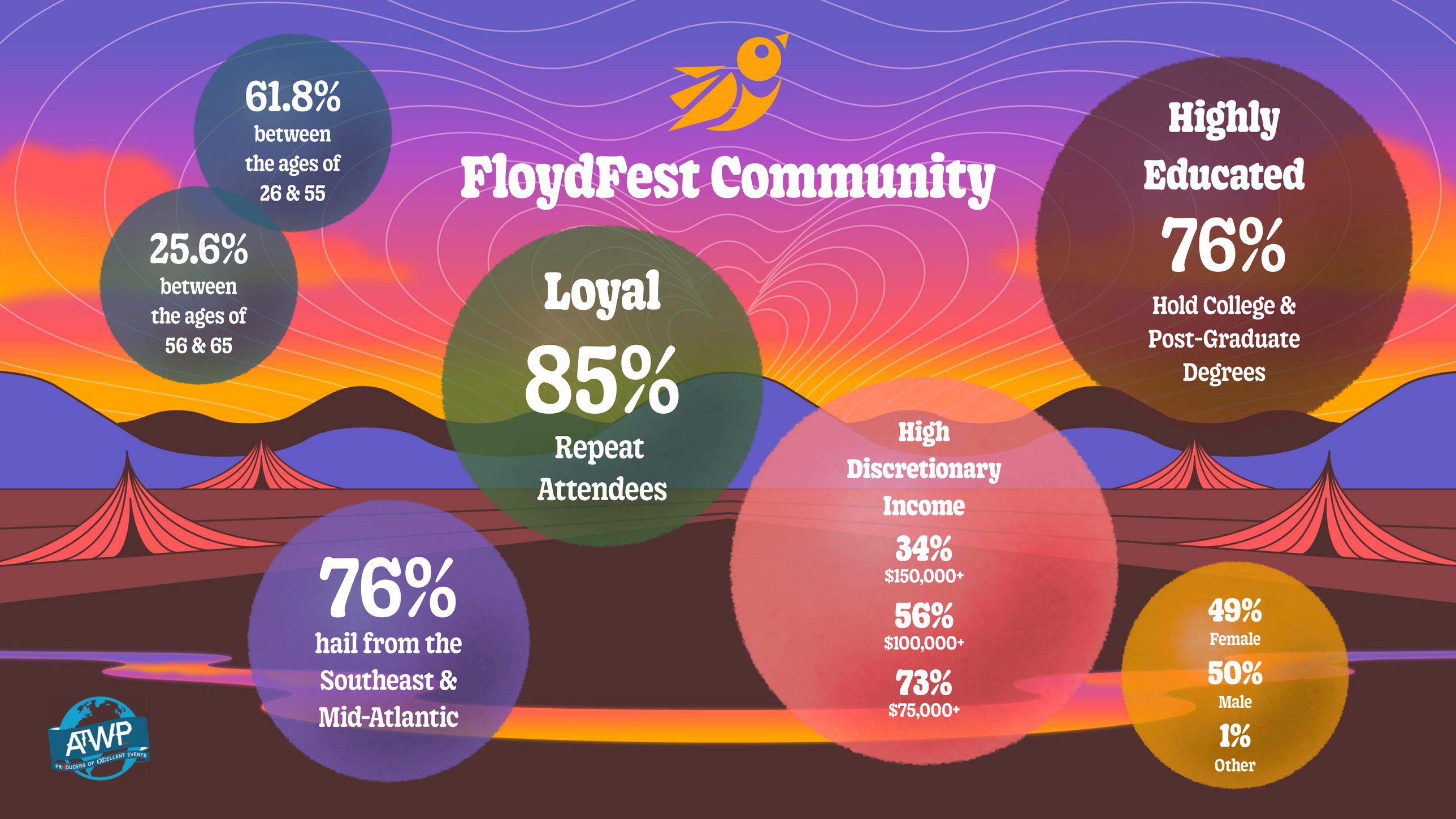
• FloydFest functions as a Brand-Marketing vehicle for your products and services. It is one of the top festival destinations on the East Coast, with national – even international – recognition. Across-the-Way Productions represents lifestyle branding ideals in music, quality, family, outdoor adventures, eco-conscious practices, social responsibility, and sustainability.

Digital Studio

Through FloydFest's robust portfolio of digital channels, partners will reach thousands of dedicated followers. Via our co-branded creative campaigns, promotions and contests, your brand will gain maximum exposure throughout the year to targeted, loyal customers.

- 40,000+ E-Blast Subscribers
- 100,000+ unique visitors/month
- 2,000+ Text Club Members
- 13,500+ Loyal Members of FloydFest Family FB Group
- 31,500+ Instagram Followers
- 70,000+ Facebook Followers
- 100,000+ page views/month
- 7,000+ X (Twitter) Followers

... the list goes on.


FloydFest Community
61.8%
between the ages of 26 & 55
25.6%
between the ages of 56 & 65
Loyal
85%
Repeat Attendees
Highly Educated
76%
Hold College & Post-Graduate Degrees
76%
hail from the Southeast & Mid-Atlantic
High Discretionary Income
34%
$150,000+
56%
$100,000+
73%
$75,000+
49%
Female
50%
Male
1%
Other
AWP
PRODUCERS OF EXCELLENT EVENTS

Who is AtWP? – Producers of eXcellent Events

Across-the-Way Productions, Inc. creates, designs and executes one-of-a-kind LIVE events.
Music is our Business!
At AtWP, we believe in the transformative potential of music and celebration and are dedicated to the art of the outdoor festival. Our vision is to build community event experiences through inspired creativity, combining artistic instinct with detailed planning and dedicated customer service.
With a half-century of success conceptualizing and implementing unique outdoor events, AtWP is a forerunner in the field of event management.

FloydFest & AtWP are ... Family Friendly

At FloydFest, kids are never an afterthought – they are a centerpiece. Our Children's Universe encompasses several acres of prime real estate in FloydFest's main field area, such that kids can engage in enriching activities, enjoy an imaginative playground, or debut an act during the kids' Open Mic.

*The Forever Young Stage hosts wonderful entertainment for the entire family, such as open mic, workshops in music and arts, rides, a rock-climbing wall and so much more.

*On-going activities include a toddler playground, family-sized sandbox, a huge wooden play arc and more! Our "family tent" offers a semi-private area for changing diapers, feeding little ones, etc.

FloydFest & AtWP are ... Outdoor Adventure

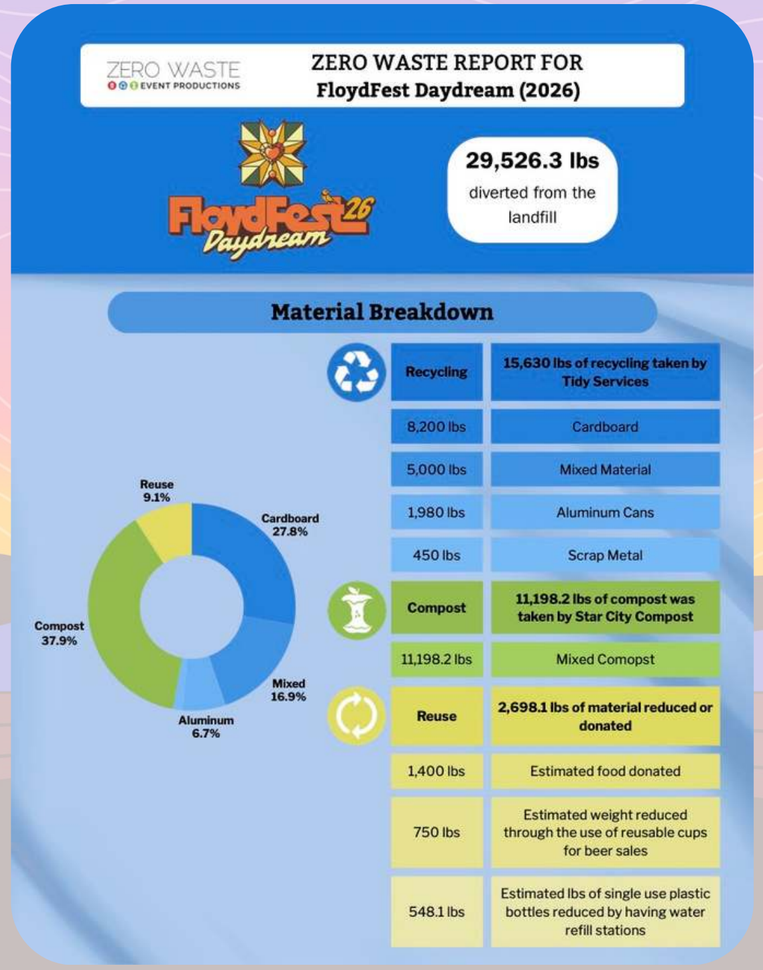
FloydFest offers a variety of outdoor activities to heighten and enrich the festival experience, fully engaging patrons with the beauty of our natural environment at FestivalPark.
FloydFest is built on four main keystones – live music, family friendly, craft libations, and OUTDOOR ADVENTURE! We love to see our patrons get outside, get active and commune with nature.
A sampling of FloydFest Outdoor Adventure offerings:

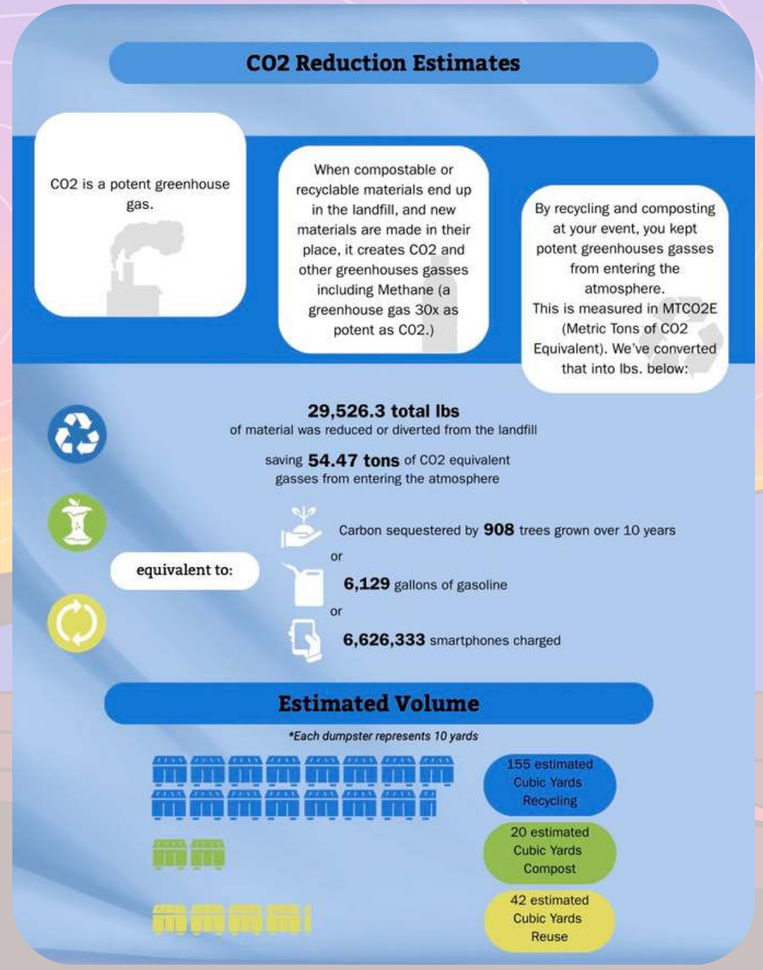
- 5K Trail Running Race
- Rock Climbing Wall
- Innova Discs Disc Golf Tournament(s)
- Guided Bike Tours
- Family Fun Hikes
- Bike Skills Clinics
- Nature Walks
- Meditation Classes
- Yoga Classes
- Wild Edible and Medicinal Plant Family Hike
- Craft Workshops
- Wilderness Skills Workshops

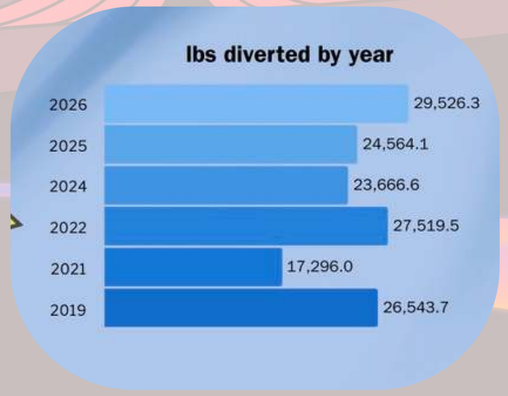
A dedication to sustainability since day one — 'Our Green is Our Gold'

Conscious environmentalism and sustainability have been a cornerstone of Across-the-Way Productions since its inception. Limiting our environmentally-negative footprint goes hand-in-hand with every decision our company makes, and hiring a passionate and skilled Green Team has been in place since year one.

Acknowledging the waste created by disposable cups and water bottles, FloydFest was an early-adopter of reusable pint glasses for each patron, which has saved hundreds of thousands of single-use cups over the years. All of our vendors are required to use 100%-compostable products, and we compost all food waste from our vendors. This is not a gimmick — it's the FloydFest culture from day one, and it plays a part in every decision we make.







Timberframe – A co-brand with our mountains since day one ...

The vision for our events has architecturally manifested itself over time with one-of-a-kind timber-frame structures – crafted by Omnibuild General Contractors and Streamline Timberframe – which blend in, compliment and augment our mountain landscape. AtWP continues this beautification and branding at its new home, FestivalPark, ever mindful of balancing our festival and programming within our natural environment.

OMNIBUILD

A nationally-known tastemaker festival with a remarkable history of lineups ...

With more than 25+ years of talent-buying experience, we are committed to providing the best unique, high-quality, multi-genre musical experience. **Here's a look at just a sampling of our past performers ...**

49 Winchester
Allen Stone
Alison Krauss & Union Station feat Jerry Douglas
ALO
Amos Lee
Anders Osborne
Ani DiFranco
Ann Wilson of Heart
Avett Brothers
Ben Harper & Charlie Musselwhite
Big Sam's Funky Nation
Billy Strings
Black Crowes
Black Pumas
Blues Traveler
Brandi Carlile
Brothers Comatose
Brent Cobb
Bruce Hornsby and the Noisemakers
Buddy Guy
California Honeydrops
Carolina Chocolate Drops
Chaparelle
Charles Wesley Godwin
Charley Crockett
Chris Robinson Brotherhood
Cimafunk
Citizen Cope
Crowe Boys
Dar Williams
David Grisman Quintet

Dawes
Del McCoury Band
Delta Rae
Doc Watson
Donavon Frankenreiter
Donna The Buffalo
Drive-By Truckers
Durand Jones & The Indicators
Edward Sharpe & the Magnetic Zeroes
Elephant Revival
Emmitt-Nershi Band
Emmylou Harris & Rodney Crowell
Fantastic Negrito
Femi Kuti and Positive Force
First Aid Kit
Foster the People
Fruition
Futurebirds
Galactic
Gary Clark Jr
Geese
Gogol Bordello
Goose
Gov't Mule
Grace Bowers
Grace Potter & the Nocturnals
Greensky Bluegrass
Gregory Alan Isakov
Greta Van Fleet
Hiss Golden Messenger
Hot Tuna
Infamous Stringdusters

Ivan Neville's Dumpstaphunk
Jackson Browne
Jason Isbell and the 400 Unit
John Butler Trio
John Scofield
Joe Russo's Almost Dead
JJ Grey & Mofro
Kacey Musgraves
Karl Denson's Tiny Universe
Keller Williams
Kitchen Dwellers
Lake Street Dive
LaMP
Larry Keel Experience
Leftover Salmon
Levon Helm
Lettuce
Little Stranger
Lord Huron
Los Lobos
Lukas Nelson and Promise of the Real
Maggie Rose
Margo Price
Matisyahu
Melissa Etheridge
Michael Franti & Spearhead
Molly Tuttle
Monophonics
Morgan Wade
Ms. Lauryn Hill
Mt. Joy
My Morning Jacket

Neal Francis
Nikki Lane
North Mississippi Allstars
Nickel Creek
Old Crow Medicine Show
P-Funk with George Clinton
Phil Lesh and The Terrapin Family Band
Peter Rowan
Pimps of Joytime
Punch Brothers
Railroad Earth
Ray LaMontagne
Rich Robinson
Ricky Skaggs & Kentucky Thunder
Rising Appalachia
Robert Randolph
Rusted Root
Sam Bush
Seun Kuti & Egypt 80
S.G. Goodman
Shakey Graves
Shovels & Rope
Sierra Ferrell
Sierra Hull
SOJA
Stephen Wilson Jr.
St. Paul & The Broken Bones
Steep Canyon Rangers
Taj Mahal
Tea Leaf Green
The Devil Makes Three
The Dirty Dozen Brass Band

The Dip
The Gregg Allman Band
The Heavy Heavy
The Hip Abduction
The Lee Boys
The Lumineers
The Motet
The Original Wailers ft..
Al Anderson
The Record Company
The String Cheese Incident
The Wilder Blue
The Wood Brothers
Thievery Corporation
Tony Rice
Toubab Krewe
Trampled by Turtles
Trombone Shorty
Turnpike Troubadours
Tyler Childers
War and Treaty
Warren Haynes
Xavier Rudd
Yonder Mountain Sting Band
Ziggy Marley

... with so much more to come!

An award-winning festival ...

2026
'Best Festival 2026' — *Virginia Living*, Best of Virginia 2026
'Best Music Festival, Runner-Up' — *Blue Ridge Outdoors*' Best of the Blue Ridge 2026

2025
'Best Music Festival' — *Blue Ridge Outdoors*' Best of the Blue Ridge 2025
"Best Festival 2025" — *Virginia Living*, Best of Virginia 2025

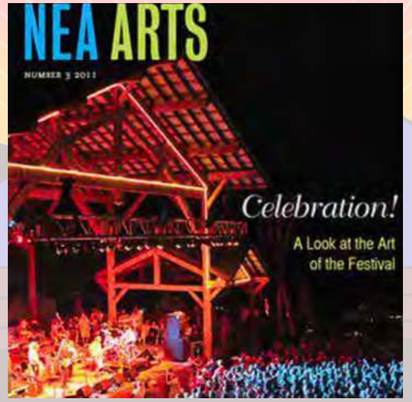
2024
'Best Festival in Southwest Virginia' — *Virginia Living*, 2024

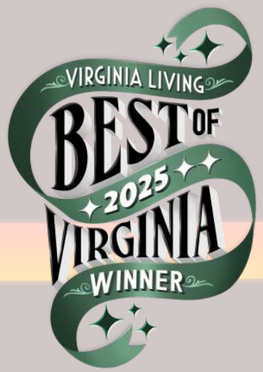
2023
'Best Festival in Southwest Virginia' — *Virginia Living*, 2023
'Best Music Festival' — *Blue Ridge Outdoors*' Best of the Blue Ridge 2023
'Best Music Festival' (Runner-Up) — *USA Today's 10Best*, 2023
'Best Music Festival - GOLD' - *Blue Ridge Country*'s Best of the Mountains 2023
'Outstanding Festival of the Year' — Southwest Virginia Tourism Awards, 2023

2022
'Best Festival in Southwest Virginia' — *Virginia Living*, 2022
'Best Festival Overall' — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2022
'Best Kid-Friendly Festival' (Runner-Up) — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2022

2021
'Best Festival Overall' — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2021
'Best Music Festival You Missed in 2020' — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2021
'Best Non-Food Festivals in Southwest Virginia' — *Virginia Living*, 2021

2020
'Best Festival Overall' — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2020
'Best Kid-Friendly Festival' — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2020





2019
'Best Music Festival' — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2019
'Rowdiest Festival' — *Blue Ridge Outdoors*' Best of the Blue Ridge, 2019
'Best Family-Friendly Festival' (Runner-Up) — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2019
'Weirdest Festival' (Runner-Up) — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2019

2018
'Best Music Festival' — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2018
'Best Kid-Friendly Destination' — *Blue Ridge Outdoors*' Best of the Blue Ridge, January 2018
'Best Quirky Festival' (Runner-Up) — *Blue Ridge Country*'s Best of the Mountains, Spring 2018
'Best Place to Hear Mountain Music' — *Blue Ridge Country*'s Best of the Mountains, Spring 2018

2017
'Best Southern Event' — *USA Today*, 2017
'Best Music Festival' — *The Roanoke Times*, 2017
'Best Outdoor Music Festival' — *Blue Ridge Outdoors*, 2017

2016
'One of the Reasons to Celebrate America' — *TIME Magazine*, 2016
'Hottest Music Festival of the Year' — *FOX News*, 2016

2015
'Best Summer Festival of Southern Virginia' — *Forbes Travel Guide 2015*
'Best Music Festival' — *The Roanoke Times*, 2015

2014
'The 20 Can't-Miss Summer Festivals of 2014' — *Smithsonian*, 2014
'Best of Virginia 2014: Sweet Sounds of Summer' — *Virginia Living*, 2014
'Best Non-Food Festivals in Southwest Virginia' — *Virginia Living*, 2020
'The Eight Can't-Miss Festivals' — *OutsideOnline.com*, 2014

2013
'Art of the Festival' — National Endowment for the Arts' National Council for the Arts, 2013
'Best Event' — Blue Ridge Travel Association, 2013

Earning accolades with a full-time focus on patrons, performers and partners ...

"In its latest installment, FloydFest has been around the block, but somehow it's maintained its place as one of the best-kept secrets on the national festival circuit. Situated on a mountaintop in rural Southwest Virginia, the event is tucked down a dirt road just off the winding Blue Ridge Parkway. You have to look to find it, and that's kind of the point."
-Rolling Stone Magazine

"After attending, it's now clear why FloydFest is so much more than a music festival: it is a true community. From different workshops, vendors and playgrounds, FloydFest is a festival-goer's dream."
-Nora Lyle, patron

"Virginia is for music lovers!"
-Mark Warner, U.S. Senator and FloydFest patron

"This was my fourth year and unless something changes on my end I will continue attending until I can't anymore. I do the VIP High-Roller thing every year and the care we get is phenomenal. I have been to other festivals as a VIP and none of them come close to the treatment we receive at FloydFest. Can't wait for next year."
-Matthew D., patron

"I still just have to write what an especially rare and inspiring environment you have created at FloydFest."
-Ben Harper, performer

"The organizers of FloydFest truly made their best effort to give festival-goers a weekend to remember — from a wonderfully varied lineup featuring local favorites and national icons, to special activities for all ages and interests. Each of the five days that weekend was a festival in itself, and with such a strong history, fans can expect to be visiting Floyd, Virginia, for many more years to come."
-JamBase.com

"I just wanted to say a HUGE thank you for booking Caleb at FloydFest this year. After this weekend, Caleb, his band, and myself, really understand what you mean when you talk about the magic that takes place at FloydFest. The hospitality, organization, and production were heads and shoulders above what we're used to experiencing. The attendees were extremely supportive and they listened to and appreciated the music- something we're not always used to seeing at mainstream country music festivals. The music coming from the other performers was remarkable — also something we're not extremely used to at mainstream country festivals. Thank you for the professionalism. Thank you for the hospitality. Most importantly, thank you for the opportunity to play a small part in the magic that is FloydFest. Caleb has already shared with us that he would really like to be a part of FloydFest again in the future."
-Fletcher Lyon, Red Light Management

"We developed a totally Bitchin' partnership with the FloydFest Fam, and their commitment to people is evident in every corner of the festival. We appreciate their dedication in designing a comprehensive brand activation, creating thousands of unique impressions on the field, in the VIP areas, and artist green rooms. FloydFest is without a doubt one of the BEST festivals in the country."
-Harrison Edwards, Bitchin' Sauce

"I have personally been attending festivals on behalf of Backpacker Magazine for the past 13 years, and there is no doubt that FloydFest is a personal (and business) favorite each and every year. Sam Calhoun and his team work intimately with our Brand to achieve the perfect partnership. We all share the common goals of enhancing the festival experience for their passionate attendees. The cooperation with which we achieve those goals is always professional, creative, and equally important, enjoyable throughout every aspect from pre-festival to post-festival and every mountain, music, magic moment in-between."
-Randy Propster, Backpacker Magazine, Get Out More Tour

"Partnering with FloydFest is a great way to show your community that you value arts and culture. Festivals are one of the most creative and expressive way for a community to celebrate together, and FloydFest is one of the best! Our partnership helps keep this alive. As a bonus, we get noticed by thousands of people each year for our contribution!"
-Chris Newitt, Peluso Microphone Lab

We shine when it comes to co-branded partnerships.

FloydFest, Across-the-Way Productions & Blue Cow Arts Foundation can customize an event brand marketing package to fit any client's needs, and we have a long history of success stories. We promise to do our best to find the greatest match between the promotional avenue and our shared target markets. The primarily non-commercial atmosphere of the festival guarantees that your image will never be lost among myriad corporate logos. Let's partner with purpose, and foster your brand via the FloydFest family of patrons and purposeful programming!

sam@atwproductions.com

CASH PARTNERSHIP LEVELS

PLATINUM PARTNER: $20,000+

PRE-FEST Partner Benefits:
• PLATINUM Position, Logo + Link on FloydFest.com
• (4) Social Media Posts
• Logo + Link on FloydFest E-Blast Newsletters
• (2) Feature Stories in FloydFest E-Blast Newsletters
• Logo on Official Event Poster
• Logo on Official Rack Cards
• Logo on Print Media Ads
• Official Event Status and Right to Use FloydFest Name/Logo for Marketing
• COMMUNITY GOOD ADD-ON: (2) 4-Day GA tickets & (2) Single-Day, Any-Day GA tickets to donate to community/customers/partners

DURING-FEST Partner Benefits:
• Logo + Link on FloydFest Smartphone APP
• (2) Full-Page COLOR Ads in Keepsake Souvenir Festival Program [premium-placement choice; +inside]
• 20x20 Vendor Booth for FloydFest 27-Echoes
• (4) VIP Adult tickets (includes all meals, drinks, massage, swag, etc.), (2) VIP Tent Tags, (2) Onsite Parking Passes for FloydFest 27-Echoes
• (TBD) General Admission tickets for FloydFest 27-Echoes
• VIP Swag Bag Product Placement
• Permission to Distribute Promotional Items/Literature During FloydFest 27-Echoes
+ (4) VIP tickets to any "The Exchange Presents" show at The Exchange Music Hall in 2027

GOLD PARTNER: $12,000+

PRE-FEST Partner Benefits:
• GOLD Position, Logo + Link on FloydFest.com
• (3) Social Media Posts
• Logo + Link on FloydFest E-Blast Newsletters
• (1) Feature Story in FloydFest E-Blast Newsletters
• Logo on Official Event Poster
• Logo on Official Rack Cards
• Logo on Print Media Ads
• Official Event Status and Right to Use FloydFest Name/Logo for Marketing
• COMMUNITY GOOD ADD-ON: (2) 4-Day GA tickets to donate to community/customers/partners

DURING-FEST Partner Benefits:
• Logo + Link on FloydFest Smartphone APP
• (1) Full-Page COLOR Ad in Keepsake Souvenir Festival Program
• 10x20 Vendor Booth for FloydFest 27-Echoes
• (3) VIP Adult tickets (includes all meals, drinks, massage, swag, etc.), (2) VIP Tent Tags, (2) Onsite Parking Passes for FloydFest 27-Echoes
• (TBD) General Admission tickets for FloydFest 27-Echoes
• VIP Swag Bag Product Placement
• Permission to Distribute Promotional Items/Literature During FloydFest 27-Echoes
+ (4) GA tickets to any "The Exchange Presents" show at The Exchange Music Hall in 2027

SILVER PARTNER: $7,000+

PRE-FEST Partner Benefits:
• SILVER Position, Logo + Link on FloydFest.com
• (2) Social Media Posts
• Logo + Link on FloydFest E-Blast Newsletters
• Logo on Official Event Poster
• Official Event Status and Right to Use FloydFest Name/Logo for Marketing

DURING-FEST Partner Benefits:
• Logo + Link on FloydFest Smartphone APP
• (1) Full-Page COLOR Ad in Keepsake Souvenir Festival Program
• 10x10 Vendor Booth for FloydFest 27-Echoes
• (2) VIP Adult tickets (includes all meals, drinks, massage, swag, etc.), (1) VIP Tent Tag, (1) Onsite Parking Pass for FloydFest 27-Echoes
• (2) 4-Day GA tickets for FloydFest 27-Echoes
• VIP Swag Bag Product Placement
• Permission to Distribute Promotional Items/Literature During FloydFest 27-Echoes
+ (2) GA tickets to any "The Exchange Presents" show at The Exchange Music Hall in 2027

WE LOVE OUR PARTNERS

CASH PARTNERSHIP LEVELS

BRONZE PARTNER: $4,500+

PRE-FEST Partner Benefits:
• Logo + Link on FloydFest.com
• (1) Social Media Post
• Official Event Status and Right to Use FloydFest Name/Logo for Marketing

DURING-FEST Partner Benefits:
• Logo + Link on FloydFest Smartphone APP
• 1/2-Page COLOR Ad in Keepsake Souvenir Festival Program
• (2) 4-Day GA tickets + (2) 'FloydFest Family' tickets
• VIP Swag Bag Product Placement
• Permission to Distribute Promotional Items/Literature During FloydFest 27-Echoes
+ (2) GA tickets to any "The Exchange Presents" show at The Exchange Music Hall in 2027

'FloydFest Express' TRAM PARTNER: $20,000

PRE-FEST Partner Benefits:
• NAMING RIGHTS for the 'FloydFest Express' tram-shuttle system in ALL mentions: "PARTNER's FloydFest Express"
• NAMING RIGHTS included on Official Site Map for FloydFest 27-Echoes (both print & digital)
• PLATINUM Position, Logo + Link on FloydFest.com
• (4) Social Media Posts
• Logo + Link on FloydFest E-Blast Newsletters
• (2) Feature Stories in FloydFest E-Blast Newsletters
• Logo on Official Event Poster
• Logo on Official Rack Cards
• Logo on Print Media Ads
• Official Event Status and Right to Use FloydFest Name/Logo for Marketing
• COMMUNITY GOOD ADD-ON: (2) 4-Day GA tickets & (2) Single-Day, Any-Day GA tickets to donate to community/customers/partners

DURING-FEST Partner Benefits:
• NAMING RIGHTS (logo/name) on vinyl banners on ALL tram units during FloydFest 27-Echoes
• NAMING RIGHTS (logo/name) on ALL tram-related signage during FloydFest 27-Echoes
• NAMING RIGHTS included on Official Site Map for FloydFest 27-Echoes (both print & digital)
• Permission for partner to provide tram staff shirts/vests for use during FloydFest 27-Echoes
• Logo + Link on FloydFest Smartphone APP
• (2) Full-Page COLOR Ads in Keepsake Souvenir Festival Program [premium-placement choice; +inside]
• (6) VIP Adult tickets (includes all meals, drinks, massage, swag, etc.), (3) VIP Tent Tags, (3) Onsite Parking Passes for FloydFest 27-Echoes
• (TBD) General Admission tickets for FloydFest 27-Echoes
• VIP Swag Bag Product Placement
• Permission to Distribute Promotional Items/Literature During FloydFest 27-Echoes
+ (4) VIP tickets to any "The Exchange Presents" show at The Exchange Music Hall in 2027

FloydFest 27 Echoes

IN-KIND PARTNERSHIP LEVELS

PLATINUM PARTNER: $20,000+

PRE-FEST Partner Benefits:
- PLATINUM Position, Logo + Link on FloydFest.com
- (4) Social Media Posts
- Logo + Link on FloydFest E-Blast Newsletters
- (1) Feature Story in FloydFest E-Blast Newsletters
- Logo on Official Event Poster
- Logo on Official Rack Cards
- Logo on Print Media Ads
- Official Event Status and Right to Use FloydFest Name/Logo for Marketing
- COMMUNITY GOOD ADD-ON: (2) 4-Day GA tickets to donate to community/customers/partners

DURING-FEST Partner Benefits:
- Logo + Link on FloydFest Smartphone APP
- (1) Full-Page COLOR Ad in Keepsake Souvenir Festival Program
- In-Kind Donation can be Gear, Products, Services or Gift Cards totaling $20,000+ for Gear Giveaways, Patron Contests, Social Media Contests, VIP Swag Bags, Product Placement in Artist Green Rooms/GA Areas/Staff/Volunteer, etc.
- 10x20 Vendor Booth for FloydFest 27-Echoes
- (4) VIP Adult tickets (includes all meals, drinks, massage, swag, etc.), (2) VIP Tent Tags, (2) Onsite Parking Passes for FloydFest 27-Echoes
- (TBD) General Admission tickets for FloydFest 27-Echoesz
- Permission to Distribute Promotional Items/Literature During FloydFest 27-Echoes

+ (4) VIP tickets to any "The Exchange Presents" show at The Exchange Music Hall in 2027

GOLD PARTNER: $12,000+

PRE-FEST Partner Benefits:
- GOLD Position, Logo + Link on FloydFest.com
- (3) Social Media Posts
- Logo + Link on FloydFest E-Blast Newsletters
- Logo on Official Event Poster
- Official Event Status and Right to Use FloydFest Name/Logo for Marketing

DURING-FEST Partner Benefits:
- Logo + Link on FloydFest Smartphone APP
- (1) Full-Page COLOR Ad in Keepsake Souvenir Festival Program
- In-Kind Donation can be Gear, Products, Services or Gift Cards totaling $12,000+ for Gear Giveaways, Patron Contests, Social Media Contests, VIP Swag Bags, Product Placement in Artist Green Rooms/GA Areas/Staff/Volunteer, etc.
- 10x10 Vendor Booth for FloydFest 27-Echoes
- (2) VIP Adult tickets (includes all meals, drinks, massage, swag, etc.), (1) Tent Tag, (1) Onsite Parking Pass for FloydFest 27-Echoes
- (TBD) General Admission tickets for FloydFest 27-Echoes
- Permission to Distribute Promotional Items/Literature During FloydFest 27-Echoes

+ (4) GA tickets to any "The Exchange Presents" show at The Exchange Music Hall in 2027

SILVER PARTNER: $7,000+

PRE-FEST Partner Benefits:
- SILVER Position, Logo + Link on FloydFest.com
- (2) Social Media Posts
- Official Event Status and Right to Use FloydFest Name/Logo for Marketing

DURING-FEST Partner Benefits:
- Logo + Link on FloydFest Smartphone APP
- 1/2-Page COLOR Ad in Keepsake Souvenir Festival Program
- In-Kind Donation can be Gear, Products, Services or Gift Cards totaling $7,000+ for Gear Giveaways, Patron Contests, Social Media Contests, VIP Swag Bags, Product Placement in Artist Green Rooms/GA Areas/Staff/Volunteer, etc.
- (2) 4-Day GA tickets + (2) 4-Day 'FloydFest Family' tickets for FloydFest 27-Echoes
- Permission to Distribute Promotional Items/Literature During FloydFest 27-Echoes

+ (2) GA tickets to any "The Exchange Presents" show at The Exchange Music Hall in 2027

sam@atwproductions.com

This just in: Our economic impact is remarkable ...

NIVA NATIONAL INDEPENDENT VENUE ASSOCIATION

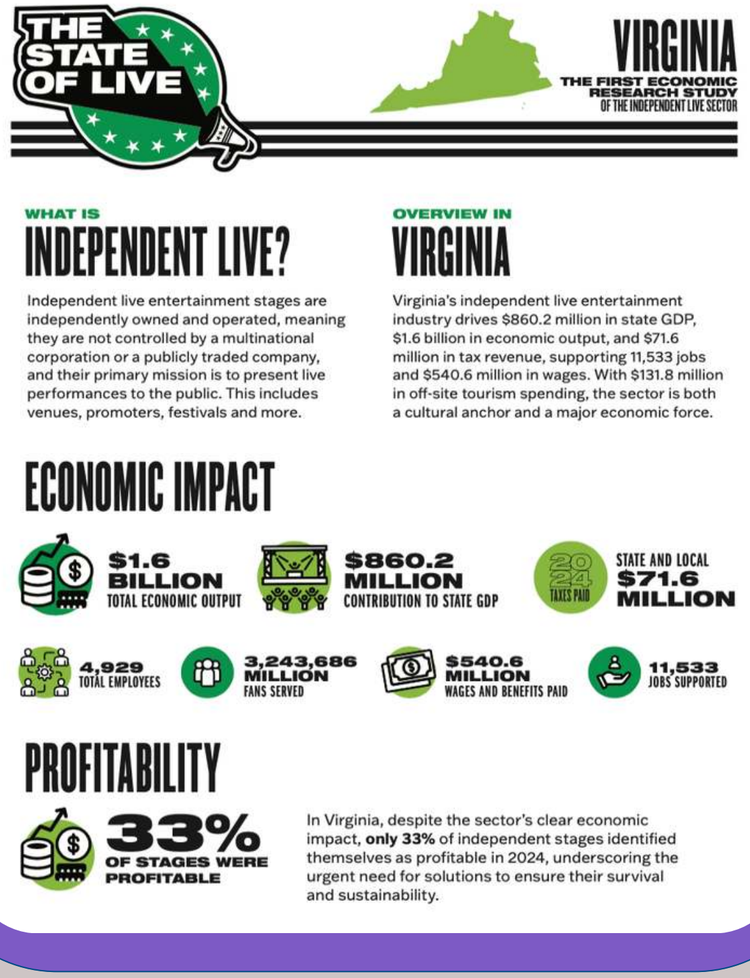
The State of Live

The First Economic Research Study of the Independent Live Sector

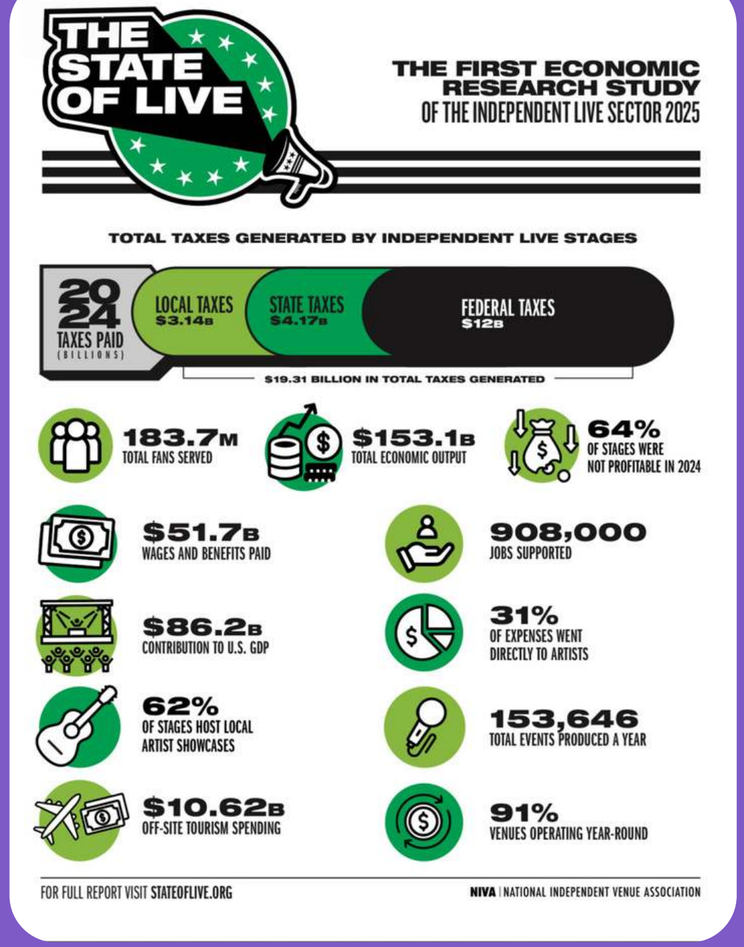
Thanks to our member body NIVA (National Independent Venue Association), 'The State of Live' is the first comprehensive national economic research study examining independent live entertainment venues, festivals, promoters and performing arts centers (that's us). Released in June 2025, this groundbreaking report quantifies our collective, significant economic contributions, and underscores the purposeful economic and cultural power we have worked so hard for, for so long. This dats translates to FloydFest being a powerful, meaningful partner for your brand, and we look forward to proving our worth.

LEARN MORE: *www.StateOfLive.org*

Virginia



National



For more information about partnering with
Across-the-Way Productions, Inc. &
Blue Cow Arts Foundation for FloydFest
27~Echoes (July 22-25, 2027), contact:
Sam Calhoun
Chief Operating Officer & Co-Owner
sam@atwproductions.com
FloydFest 27
Echoes
JULY 22–25, 2027
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