



THE KRISTINA CRAIG BAND

Sponsorship Information



All musicians are focused on is making music. Right?

Well, The Kristina Craig Band is also focused on making something else. Because, while notes, from A to C to G are important, so is R.O.I. After all, that's what sponsorships are based on.

The Kristina Craig Band consistently creates energetic, wholesome music that delivers universal appeal while also hitting niche markets that will be very valuable to you.

They do this by crossing over generational lines, reaching all ages with a vast variety of music ranging from classic country to contemporary radio hits, as well as some stunningly effective original material often based on their spiritual foundation. In fact, her loyal listeners say that, no matter the song or the genre, her compassionate spirit always shines through. As well as her easy-going, friendly nature.

And, because of the band's spiritual foundation, you can be sure your sponsorship will always be safe and secure. No ripping out bathroom sinks in hotel rooms, late night tabloid shenanigans, or anything else that might make you less than supremely proud to be connected to them.

Speaking of connections, that is exactly what their music does. Connects. Emotionally. So, whether the song is about domestic tranquility or domestic abuse, you can be sure it connects with your targeted demographics. And, more important, your psychographics.

Take a look through this proposal and you'll quickly see that you and The Kristina Craig Band will hit all the right notes.

No wonder that Martina McBride said, "I know I'll be seeing Kristina on the Grand Ole Opry stage."

We're the image you want.

You can take the girl out of the "country," but you can't take the country out of the girl.

The Kristina Craig Band truly defines what it means to be country. No surprise considering Kristina grew up in rural Nebraska, ranching and farming. The rest of the band is from the South and Mid-West. This band's appeal is to the conservative All-American market. They live it every day. What better way to connect to the people who are important to your business?

In other words, the market we'll be playing for is your market.

2014 "SMALL TOWN AMERICA" TOUR

Between April and December 2014 we plan to play over 200 events in locations from rodeos to community parks, bars, and churches.

That will translate to thousands of potential customers seeing your brand connected to a true country sweetheart. And all in the heartland where your product line is sold.



The Kristina Craig Band truly defines
what it means to be country.

CAN YOU PUT A PRICE ON SUCCESS?

SURE, HOW ABOUT \$750,000

When it comes to sponsorships, it often pays off to think big by thinking small.

Because, as you know, the heartland of America is also the heartbeat of America.

And, speaking of beats, the rhythms of The Kristina Craig Band's songs reaches the hearts of genuine Americans. Even if it reaches there through their ears.

The full 2014 Kristina Craig Band Tour will cost approximately \$750,000. Which pales in comparison to the value that it will deliver to its sponsors.

WE'RE GOING ALL OVER, AND WE WANT TO TAKE YOU WITH US.

2014 "SMALL TOWN AMERICA" TOUR:

- Alabama
- Arkansas
- Colorado
- Florida
- Georgia
- Indiana
- Illinois
- Iowa
- Kansas
- Missouri
- Montana
- Nebraska
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- South Carolina
- South Dakota
- Tennessee
- Texas
- Virginia
- West Virginia
- Wyoming



WHAT MAKES THIS TOUR DIFFERENT? It's the Small Town Effect.

We'll explain. Take Mason City Nebraska for example. It's a small town hit hard by the latest recession. Town pride was at a low and there was only one church remaining. We were contacted by the Pastor to see if we would consider doing a concert for the town while we were doing a small tour of the state. They could offer us no guarantees but it felt like the right thing to do. Sounds like a bad business decision. Right? Nope. The town took it as a challenge and rallied. They joined together, got the town spruced up and had double the town's population in attendance at the biggest event they'd ever had. We got a surprising payday and the town got a blessing in every way.

WE DO HAVE AN "HIDDEN" ADGENDA. Ministry is involved

We want to entertain and bring the crowds to their feet, but we want to empower the weak and give them hope. In order to do that our

dates will be split 50/50 between

- Fairs, Festivals, Rodeos
- Abuse Shelters, Churches, Family Shelters, and Transitional Houses

Now this is not a detriment to the audience mix for your sponsorship because of the audience breakdown. **About 80% of the tour audience will come from the Fairs category and only 20% from the Shelters group.** But of course you know the best part. What goes around comes around. As we bless these folks, we receive back in amazing ways and we believe you will receive along side us as well.

YOU'LL WANT TO PLAY WITH THIS BAND.

As you see, The Kristina Craig Band offers a unique marketing tool for your company. With targeted, wholesome demographics that respond to the positive, spiritually-based musical messaging. All meaning that you'll enjoy a partnership that, like the music itself, will resonate with your market.

KRISTINA CRAIG BAND

Our Awards, Accomplishments & Nominations:

- Top 10 Nominee for Female Vocalist of the Year-2013 ICMA's
- Top 10 Nominee for New Artist of the Year-2013 ICMA's
- Top 5 Nominee for Vocal Group of the Year-2013 ICMA's
- Top 4 song on 2013 Country Inspirational Charts
- Featured on the ABC show *6 Degrees of Martina McBride*
- Voted the fan favorite "Peoples Choice" performance, ABC TV's *6 Degrees of Martina McBride*

Where are we on the Web?

- Official Web page www.kristinacraig.com
- Facebook
- Myspace
- Reverbnation
- Twitter
- TheArtistMap.net
- Musicrow.com
- Soundcloud.com
- Bandmix.com
- Kristinacraig.bandcamp.com
- [Open.spotify.com](https://open.spotify.com/)
- Ourstage.com
- Stage.1heart.com
- Youtube.com
- Musicxray.com

Where can you find our music?

- iTunes
- Amazon
- Cd baby
- Cd Universe
- Kristinacraig.com
- [Last.fm/music](https://last.fm/music/)

Where have we been seen in print, TV and apperances?

- ABC Primetime Special, "6 Degrees of Martina McBride"-NY
- Channel 4 News- More at Midday
- Channel 2 News- Nashville
- Nebraska.TV "The Good Life"
- The Daily News Journal
- Omahanightlife.com
- Kearneyhub.com
- Eventful.com
- Khastv.com
- Countrypulse.com
- The Star Herald
- Sharemysmile.org
- Masoncityfbc.wix.com
- Plus more!

Our current sponsors.

(yeah, we have some ground to cover)

- Barker&Christol Advertising and Public Relations
- Gateway Tire Company
- Midwestern Cattle Marketing
- *Your Name Here*

SO WHAT WOULD A SPONSORSHIP PROVIDE?

The full \$750,000 will do this:

- Touring Vehicle & (wrap)
- Gas
- Vehicle Insurance
- Vehicle Upkeep/Maintenance: tires, oil changes, ect.
- Sound System
- Lighting System
- Hotel Rooms
- Media Costs: Website, Graphics, etc.
- Promotional Material: Flyers, Posters, Mailers, Postage, etc.
- Merchandise: Cd's, Shirts, Cd Duplication, Photos, Drop Cards
- Photo Shoot
- Band Wages-5 piece, Merchandise Manager, Driver (if bus)

Possible Sponsorship Elements:

- 8 Ft Sponsorship Banner at all Concerts
- Sponsorship Logo on Album Jacket
- Brochures displayed at merchandise table
- Raffles & Giveaways at Concerts
- Stage Mentions at Concerts
- Logo on Printed Materials (Flyers, Posters, etc.)
- Official Websites – Group sponsors logo page or front page placement, based on sponsorship level - www.kristinacraig.com & www.hightowerbooking.com
- Band Emails- Mentions, Logo, Coupons, Promotional Ads etc.
- Wrap Touring Vehicle/Trailer - Business Logo/Graphic Design
- Concert Tickets - Business Logo/Coupons/Promotional Ads ect, printed on back
- 10 x 10 Booth Space (when applicable for business)
- Private 1.5 hour Concert (date & location is sponsors' discretion)
- Wrap "Stage" bottled water with business logo
- Reserved seating signs - place business name/logo
- Seating directional signage - place business name/logo

RUBBER. MEET ROAD.

PARTIAL SPONSORSHIP LEVELS

\$250

- Website Promotion on Official Websites
kristinacraig.com & hightowerbooking.com
- Business Name listed on Sponsorship Banner displayed at all Concerts

\$1,000

- Website Promotion on Official Websites
kristinacraig.com & hightowerbooking.com
- Business Logo listed on Sponsorship Banner displayed at all Concerts
- Business Logo listed in Band Emails

\$2500

- Website Promotion on Official Websites
kristinacraig.com & hightowerbooking.com
- Sponsors' business logo prominently displayed in advertisements for concerts, including ads placed in newspapers and brochures/flyers
- 4 VIP reserved seats and parking (concert of sponsors' choice)
- Admission tickets for employees (up to 6) (concert of sponsors' choice)
- Inclusion in all press releases
- Inclusion in website announcements, email and social media outlets

\$5000

- Website Promotion on Official Websites
kristinacraig.com & hightowerbooking.com
- Sponsors' business logo prominently displayed in advertisements for concerts, including ads placed in newspapers and brochures/flyers
- 10 VIP reserved seats and parking (concert of sponsors' choice)
- Admission tickets for employees (up to 15) (concert of sponsors' choice)
- Inclusion in all press releases

- Inclusion in website announcements, email and social media outlets
- Promotional Material on merchandise table at all concerts
- Main Stage signage for concerts
- Live on-stage mentions at concerts
- Promotion in all band emails- (mentions, logo, coupons)
- Promotional Ad s ect
- Business Logo on all printed materials (flyers, posters, promotional ads, ect)

\$10,000

- Website Promotion on official websites
kristinacraig.com & hightowerbooking.com
- Sponsors' Business logo prominently displayed in advertisements for Concerts, including ads placed in newspapers and brochures
- 10 VIP reserved seats and parking (concert of sponsors' choice)
- Admission tickets for employees (up to 15) (concert of sponsors' choice)
- Inclusion in all press releases
- Inclusion in website announcements, email and social media outlets
- Promotional Material on merchandise table at all concerts
- Main Stage signage for concerts
- Live on-stage mentions at concerts
- Promotion in all band emails- (mentions, logo, coupons)
- Business Logo on all printed materials (flyers, posters, promotional ads, ect)
- Private 1.5 hour Concert (date & location, sponsors' discretion)
- 10 X 10 Business Booth Space (when applicable for business)
- Advertising space on touring vehicle wrap