

# BURLCO BLUES BREWS AND BBQ

**A CELEBRATION OF CRAFT, COMMUNITY, AND LIVE BLUES!**

**MAY 30, JUNE 27, JULY 25, AUG 22, SEPT 4,5,6**

The Burlington County Blues Community, Fusion Performing Arts Center, King's Road Brewing Company, and Whole Hog Cafe, have come together to launch the Burlco Blues Brews & BBQ series of shows at the Feed Mill in historic Medford, New Jersey.

This isn't a one-off festival. It is a recurring monthly summer tradition in the making. Beginning in May 2026, and culminating with a three-day event during the Labor Day weekend, this series is designed to draw consistent crowds and create lasting impressions.

With strong local roots, a loyal customer base, and a vibrant event atmosphere, Burlco Blues Brews & BBQ offers sponsors a unique opportunity to connect with a highly desirable South Jersey audience in a relaxed, high-energy setting.

Each event brings together:

- Live regional blues acts
- A large and engaged crowd of loyal followers and new Blues fans
- Award-winning King's Road craft beer
- Championship Barbecue from Whole Hog Cafe

Why Sponsor?

- Recurring Exposure – Monthly visibility, not just a single event
- Digital Reach – Promotion across social media, email lists, and partner channels
- Community Alignment – Support regional arts and business



## Sponsorship Tiers

### **Presenting Sponsor** – \$15,000 (One available)

- Burlco Blues, Brews & BBQ presented by [Your Brand presents Burlco.....]
- Naming rights in all promotional materials
- Premium logo placement (posters, signage, social media, website)
- Dedicated sponsor spotlight posts (1–2 per month)
- Opportunity for on-site presence/table
- Verbal mentions during event announcements
- Opportunity to co-create a featured beer, menu item, or experience
- VIP seating/reserved space for 6 guests for each show
- Inclusion in press/media outreach

### **Event Sponsor** – \$5,000

- Logo placement on event marketing materials
- Social media mentions (minimum 2 per month)
- Opportunity for on-site presence/table
- Verbal acknowledgment during event
- VIP seating/reserved space for 4 guests for each show

### **Stage Sponsor** – \$1,200

- Logo inclusion on select materials
- Group social media recognition
- VIP seating/reserved space for 2 guests for each show

### **Community Sponsor** - \$500

- Logo placement and social mentions
- Reserved space for 2 guests at select shows

### **Ad Sponsor** - \$100

- Listing on website

### **Please make checks payable, and mail to:**

Fusion Performing Arts Center

170 Nantucket Trail

Medford Lakes, NJ 08055

### **Tax Deductible**

Producing a series of this magnitude requires an enormous investment of time, talent, planning, and financial resources. From performers and production staff to staging, sound, lighting, and promotion, every detail depends on strong community support. Because Fusion Performing Arts Center is a registered 501(c)(3) nonprofit organization, a portion of your sponsorship contribution may be tax deductible as allowed by law. Your support not only helps make this event possible, but also strengthens arts programming in our community.

In New Jersey, the tax-deductible amount for a non-profit event sponsorship is typically the total payment minus the fair market value of any "substantial return benefits" received (e.g., tickets, dinner, advertising). Only the portion exceeding these benefits is a deductible donation. For NJ gross income tax purposes, no specific state-level charitable deduction exists, but federal rules for qualified sponsorship payments generally apply.

