



GRATEVILLE PRODUCTIONS
LLC

SPONSORSHIP PROPOSAL

GRATEVILLE DEAD

MUSIC FESTIVAL

An all ages tribute to Jerry Garcia and the Grateful Dead featuring live bands, vendors, food and beverages

LOUISVILLE, KENTUCKY

Date of Event- October 17-19, 2025

Location- Brown Forman Amphitheater
Waterfront Park

1301 River Road

Hosted by: Grateville Productions, LLC
10005 Bunsen Way
Louisville, KY, 40299

jaslyn@gratevilleproductions.com
(502) 612-9352





Grateville Dead is an outdoor music festival catering to fans of The Grateful Dead band on the beautiful Brown Forman Amphitheater overlooking the scenic Ohio River and boat docks. The event supports the Waterfront Development Corp and City of Louisville, and local businesses by drawing regional fans to the city and providing a clean, safe, responsible family oriented event to boost the local economy, support the arts and to provide a highly successful venue for local vendors in a secure, contained and fun location.

Louisville Kentucky's Tribute to Jerry Garcia and The Grateful Dead

When: Friday, October 17 @ 3:00 PM - Sunday October 19 @ Midnight

Where: Brown Forman Amphitheater, Waterfront Park, Louisville, Kentucky with afterparties at Spring Street Bar and Grill

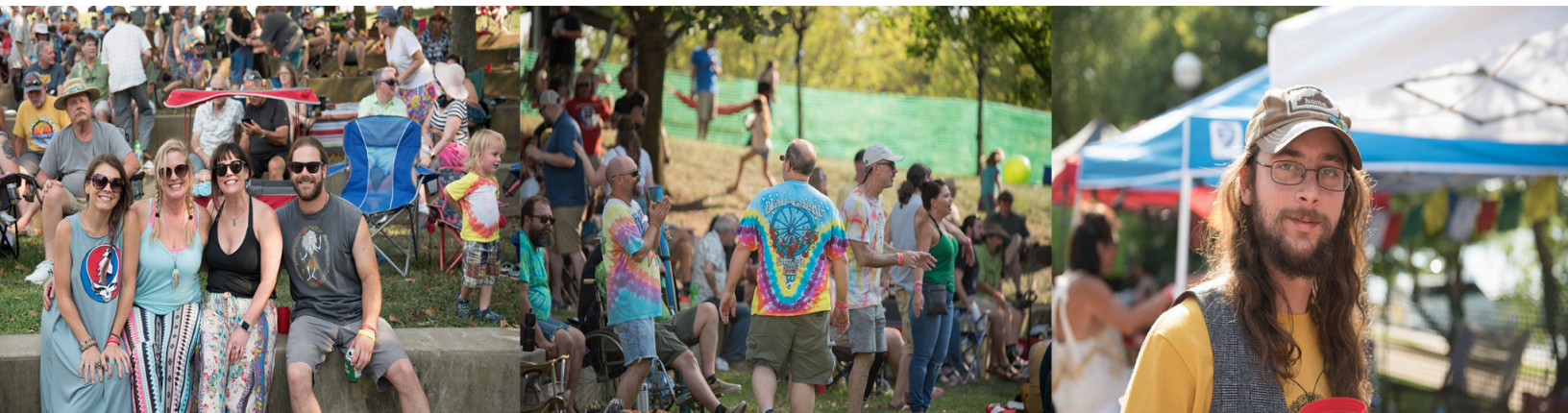
Online & Social Media Links:

www.facebook.com
www.eventbrite.com
www.youtube.com

www.instagram.com/grateville
www.twitter.com/grateville
Twitter Hashtag: #grateville

Grateville Dead 2025: A Music and Arts Festival Honoring Jerry Garcia and the Grateful Dead

For 50 years the Grateful Dead sold out music festivals, concert halls, stadiums and even parking lots with an iconic signature of music that has reached arguably more people, in a more impactful way than any other band in history. While many may not have listened to the band or even know the songs, they have invariably seen the Grateful Dead iconography and have heard the name. Formed by Jerry Garcia and friends in 1965 the group embodied the spiritual counterculture of the 1960's, as part of the Merry Pranksters and ultimately becoming a cultural movement in their own right.



In 2015 local entrepreneur and producer Dennie Humphrey and partner, fellow “deadhead” Ashley Angel produced the very first GrateVille Dead Tribute in honor of Jerry Garcia and the Grateful Dead on Garcia’s birthday. Including talents like Tyrone Cotton, Screamin’ John, Hot Iron Skillet, Phiasco, Rumpke Mountain Boys and The Louisville Merry Pranksters, the event was an unexpected success, drawing a huge crowd of over 1,200 people to the Brown Forman Amphitheater in Louisville’s scenic Waterfront Park.

Since 2015 Grateville has grown year over year and now sees around 3,000+ attendees over three days of music, food, vendors and a fully stocked bar plus 1,000+ more on our Road to Grateville concert series. This year will see the addition of a second acoustic stage in addition to the large Dave Young Memorial Mainstage.



THIS YEAR

The festival will occur again this year at the Brown Forman Amphitheater and has a number of excellent, high visibility sponsorship opportunities to heavily promote your brand with great placements and a dedicated digital and physical marketing team. From large signs and banners surrounding the venue, to stage banners, flags, posters, digital marketing and heavy social media advertising your brand is sure to be seen many times throughout our extensive annual marketing campaign.



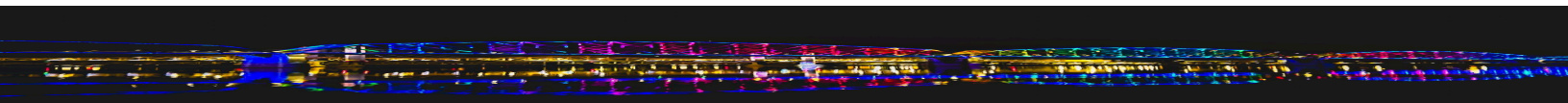
PREVIOUS SPONSORS INCLUDE

WFPK, Four Roses, Titos, Rabbit Hole, Goodwood, Lenox Lifeline, Green River, LEO Weekly, Cazadores Tequila, Crawler Catering & Small Batch Events, Spring Street Bar & Grill, Pig Beach BBQ, High Horse Bar, Cornbread Hemp, Red Bull, PBR, Real Feel Audio, Darkstar TV, Musicians Emergency Resource Foundation and many more.





A FEW GRATEVILLE FACTS

- ❖ 10 years running under the same management team with a proven successful track record.
 - ❖ 5,000+ attendees per year including Road to Grateville events.
 - ❖ 200,000+ social media reach annually
 - ❖ 225,000+ paid impressions annually
 - ❖ 50,000+ page and website visits annually
 - ❖ 15+ vendors
 - ❖ Additional brand inclusion in our highly successful Road to Grateville series of around a dozen other events each year for thousands of extra eyes including our legendary Half Way to Grateville concert.
 - ❖ Inclusion in dozens of event marketing and secondary sites that link to Grateville events each year including Do502, JamBase, Waterfront.org and more.
- 

DEMOGRAPHICS

A [bipartisan national poll](#) conducted by the [Mellman Group](#) (D) and [Public Opinion Strategies](#) (R) finds the iconic band well liked across political party lines, by all age groups, and viewed most favorably by 100K+ annual earners, and those with college degrees.

- 79% of Americans have heard of the Grateful Dead, and 39% know enough about them to have an impression; among this 39% (the "hard name ID"), almost three times as many Americans rate the band favorably as opposed to unfavorably (2.9 to 1 ratio)
- The Grateful Dead have the highest hard name ID among Republicans (46%), followed by Democrats (37%) and independents (35%)
- On a Fav/Unfav basis, Republicans give the band a 32/15 (2.13 ratio), Democrats a 31/6 (5.17 ratio) and Independents 26/9 (2.89 ratio)
- Yet, among partisan subgroups, the greatest intensity of favorable feeling for the Grateful Dead is found among independent-leaning Republicans
- The Grateful Dead has the highest hard name ID with 100k+ annual wage earners (55%) and college grads (55%); respectively, these two sub-groups give them a strong 45/10 and 44/11 fav/unfav rating
- While best known by Baby-Boomers, the Grateful Dead, interestingly, is most popular with the youngest Americans: those age 35-44 give the band a 37/8 fav/unfav (4.63 ratio) while those age 18-34 give a 21/5 fav/unfav (4.20 ratio).

OTHER PROMOTIONAL AND MEDIA PERKS

Grateville Dead 2024 will be maintaining an advertising campaign with primary media target outlets Do502, LEO Weekly, Insider Louisville, the Courier Journal, DarkstarTV and WFPK, as well as other media to include: WHAS, WAVE, WLKY, WFPL, KET and the Voice Tribune, and other national news outlets.

Along with traditional advertising formats, Grateville Dead 2024 will utilize our guerrilla street team to blanket the surrounding area with posters and flyers. Grateville Dead 2024 will also utilize social media sites such as Facebook, Twitter and Instagram to provide digital word of mouth using an extensive network of various arts, entertainment, journalism, event, and style blogs to help get the word out to Deadhead minded patrons.



SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR- \$10,000

“YOUR BRAND’ presents Grateville Dead 2024” on all merchandising, marketing materials, ads, banners, and official Grateville 2025 logos for all related events on the Road to Grateville concert and event series bearing the Grateville 2025 logo or name.

Also includes:

- 10x10 Booth space with electric provided
- (20) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)

- (2) vendor lanyards for vending staff
 - (5) VIP tickets (great as a gift to a high valued customer or client)
 - (1) 3x6 large top centerstage banner featuring “YOUR BRAND Presents”
 - (2) Shared 2x4 Branded stage banners.
 - (2) 9’x3’ vertical stage banners on either side of rear of stage featuring your brand LOGO the the Grateville logo and decorative elements.
 - (6) 3’x6’ banners on interior perimeter fencing.
 - (1) 3’x6’ banner on exterior entry way perimeter fence
 - First top line logo billing placement on any marketing, print or digital media which includes sponsor logos.
-

STAGE SPONSOR- \$10,000

Large format “YOUR BRAND’s Dave Young Memorial Stage” banner on front center stage of the Main Stage with (2) large format vertical banners on either side of the Main Stage featuring “YOUR BRAND LOGOS and TEXT for maximum exposure and inclusion in event photography, video and social media posts.

Also includes:

- 10x10 Booth space
 - (20) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
 - (5) VIP tickets (great as a gift to a high valued customer or client)
 - (2) vendor lanyards for vending staff
 - (2) Shared 2x4 Branded stage banners.
 - (4) 3’x6’ banners on interior perimeter fencing.
 - (1) 3’x6’ banner on rear of stage over the vendor boardwalk.
 - Second top line logo billing placement on any marketing, print or digital media which includes sponsor logos.
-

WRISTBAND/LANYARD SPONSOR- \$5,000

Your BRAND LOGO and/or NAME on all wristbands, physical passes, and event lanyards for staff, vendors, bands, stage, security and media.

Also includes:

- 10x10 Booth space
 - (5) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
 - (2) vendor lanyards for vending staff
 - (2) Shared 2x4 Branded stage banners.
 - (2) 3'x6' banners on interior perimeter fencing.
 - (1) 3"x6' banner on rear of stage over the vendor boardwalk.
 - Third top line logo billing placement on any marketing, print or digital media which includes sponsor logos.
-

GREEN ROOM / HOSPITALITY SPONSOR- \$2,000+\$500 worth of product (Beverage only) or \$3000 (non-beverage)

Your BRAND LOGO and/or NAME on the Xiomara Greenroom and Band Hideaway, a 10x20 private oasis for bands, producers as well as the new 10x20 VIP tent with private limited bar with your beverage / cocktails featured and small finely appointed lounge for VIP's.

Also includes:

- 10x10 Booth space
 - (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
 - (2) vendor lanyards for vending staff
 - (2) VIP lanyards
 - (2) VIP tickets (great as a gift to a high valued customer or client)
 - (2) Shared 2x4 Branded stage banners.
 - (2) 3'x6' banners on interior perimeter fencing.
 - (1) shared large format banner on rear of stage over the vendor boardwalk.
 - Fourth top line logo billing placement on any marketing, print or digital media which includes sponsor logos.
-

BOURBON SPONSOR- \$4,000 in product +\$1,000 cash

Official exclusive bourbon of the Grateville bar, greenroom and VIP tent. Logos and branding swag around bar area, greenroom and or VIP tent if provided.

Also includes:

- 10x10 optional Booth space
- (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
- (2) vendor lanyards for vending staff
- (2) Shared 2x4 Branded stage banners.
- (2) 3'x6' banners on interior perimeter fencing.
- (1) shared large format banner on rear of stage over the vendor boardwalk.
- Second line logo billing placement on any marketing, print or digital media which includes sponsor logos.

TEQUILA SPONSOR- \$2,500 in product +\$500 cash

Official exclusive tequila of the Grateville bar, greenroom and VIP tent. Logos and branding swag around bar area, greenroom and or VIP tent if provided.

Also includes:

- 10x10 optional Booth space
- (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
- (2) vendor lanyards for vending staff
- (2) Shared 2x4 Branded stage banners.
- (2) 3'x6' banners on interior perimeter fencing.
- (1) shared large format banner on rear of stage over the vendor boardwalk.
- Second line logo billing placement on any marketing, print or digital media which includes sponsor logos.

VODKA SPONSOR- \$1,500 in product +\$500 cash

Official exclusive vodka of the Grateville bar, greenroom and VIP tent. Logos and branding swag around bar area, greenroom and or VIP tent if provided.

Also includes:

- 10x10 optional Booth space
- (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
- (2) vendor lanyards for vending staff
- (2) Shared 2x4 Branded stage banners.
- (2) 3'x6' banners on interior perimeter fencing.
- (1) shared large format banner on rear of stage over the vendor boardwalk.

- Second line logo billing placement on any marketing, print or digital media which includes sponsor logos.

RUM SPONSOR- \$500 in product +\$500 cash

Official exclusive rum of the Grateville bar, greenroom and VIP tent. Logos and branding swag around bar area, greenroom and or VIP tent if provided.

Also includes:

- 10x10 optional Booth space
- (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
- (2) vendor lanyards for vending staff
- (2) Shared 2x4 Branded stage banners.
- (2) 3'x6' banners on interior perimeter fencing.
- (1) shared large format banner on rear of stage over the vendor boardwalk.
- Second line logo billing placement on any marketing, print or digital media which includes sponsor logos.

GIN SPONSOR- \$800 in product +\$500 cash

Official exclusive gin of the Grateville bar, greenroom and VIP tent. Logos and branding swag around bar area, greenroom and or VIP tent if provided.

Also includes:

- 10x10 optional Booth space
- (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
- (2) vendor lanyards for vending staff
- (2) Shared 2x4 Branded stage banners.
- (2) 3'x6' banners on interior perimeter fencing.
- (1) shared large format banner on rear of stage over the vendor boardwalk.
- Second line logo billing placement on any marketing, print or digital media which includes sponsor logos.

BEER SPONSOR- \$3,000 in product +\$500 cash

Official exclusive beer of the Grateville bar. Logos and branding swag around bar area, greenroom and or VIP tent if provided.

Also includes:

- 10x10 optional Booth space
 - (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
 - (2) vendor lanyards for vending staff
 - (2) Shared 2x4 Branded stage banners.
 - (2) 3'x6' banners on interior perimeter fencing.
 - (1) shared large format banner on rear of stage over the vendor boardwalk.
 - Second line logo billing placement on any marketing, print or digital media which includes sponsor logos.
-

WINE SPONSOR- \$1000 in product +\$500 cash

Official exclusive wine of the Grateville bar, greenroom and VIP tent. Logos and branding swag around bar area, greenroom and or VIP tent if provided.

Also includes:

- 10x10 optional Booth space
 - (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
 - (2) vendor lanyards for vending staff
 - (2) Shared 2x4 Branded stage banners.
 - (2) 3'x6' banners on interior perimeter fencing.
 - (1) shared large format banner on rear of stage over the vendor boardwalk.
 - Second line logo billing placement on any marketing, print or digital media which includes sponsor logos.
-

EVENT PARTNER- \$1,000

LOGO placement on all marketing, print or digital media which include sponsor logos, as well as inclusion on the shared 2'x4' stage banner and (4) shared 3'x6' "Grateville Partner" banners around the interior perimeter fencing.

Also includes:

- 10x10 optional Booth space
- (2) all-weekend event tickets (great for driving customers to join your mailing list or website, for giveaways to valued customers, raffles, etc.)
- (2) vendor lanyards for vending staff

- (1) shared large format banner on rear of stage over the vendor boardwalk.
 - Third line logo billing placement on any marketing, print or digital media which includes sponsor logos.
-



PAST MEDIA AND PRESS

- **WLKY**-Grateville Dead Music Festival returning to Waterfront Park next month
<https://www.wlky.com/article/grateville-dead-music-festival-louisville/62192555>
- **Do502**-91.9 WFPK is proud to sponsor Grateville Dead Music Festival
<https://do502.com/events/2024/10/18/grateville-dead-music-festival-tickets>
- **Audience 502**- Grateville Dead Returns October 18-20 to Waterfront Park
<https://audience502.com/louisville-ballet/grateville-dead-music-festival-returns-october-18-20-to-waterfront-park/>
- **Grateful Web**- Grateville Dead Music Festival Third Year
<https://www.gratefulweb.com/test.php/articles/grateville-dead-music-festival-3rd-year>
- **Louisville Business First**- Grateful Dead tribute festival returns to Waterfront Park
<https://www.bizjournals.com/louisville/news/2024/10/10/grateville-dead-waterfront.html?ana=wlky>
- **Courier-Journal**- The Grateville Dead Music Festival sure came alive over the weekend
<https://www.courier-journal.com/picture-gallery/entertainment/2019/07/28/grateville-dead-music-festival-2019-music-fun-waterfront-park-louisville-kentucky/1851852001/>
- **LEO**- 5th Annual Grateville Dead Festival Returns to Waterfront Park
<https://www.leoweekly.com/arts/5th-annual-grateville-dead-festival-returns-to-waterfront-park-15760117>
- **WAVE3**- Grateville Dead gets bigger in second year
<https://www.wave3.com/story/32526606/grateville-dead-gets-bigger-in-second-year/>
- **GonzoToday**- Grateville Dead: A Celebration of Jerry's Birthday and The Grateful Dead
<https://gonzotoday.com/2015/06/29/grateville-dead-a-celebration-of-jerrys-birthday-and-the-grateful-dead/>

CONTACT: Jaslyn Luce (502) 612-9352 / jaslyn@gratevilleproductions.com