

SPONSOR ROW



WELCOME

THANK YOU FOR SPONSORING THIS YEAR'S ROCK THE SOUTH AND LANDING A SPOT ON SPONSOR ROW!

PLEASE REVIEW THE INFORMATION IN THIS SALES GUIDE TO SUCCESSFULLY FULFILL YOUR BEVERAGE SERVICES. WE LOOK FORWARD TO ROCKING OUT WITH YOU IN JULY!

SPONSORSHIP LEVELS:

LESS THAN \$25K = NON-ALCOHOLIC ORDERS & DRINK TICKETS ONLY MORE THAN \$25K = NON-ALCOHOLIC ORDERS, DRINK TICKETS, & PRIVATE BARS



ALCOHOLIC BEVERAGES



PRIVATE BAR PACKAGES

AVAILABLE FOR \$25.000+ SPONSORS

PRIVATE BAR PACKAGES ARE PRICED FOR THE ENTIRE FESTIVAL AND INCLUDE EVERYTHING NEEDED FOR YOUR PRIVATE BAR. CHOOSE BETWEEN A CASH BAR OR CONSUMPTION BAR. PRE-PURCHASED TICKETS ACCEPTED AT PRIVATE BARS.

PACKAGES:

- FULL BAR (0-99 GUESTS): \$4.500
- FULL BAR (100+ GUESTS): \$7,500

INCLUDES BARTENDER(S), BAR, EQUIPMENT, TOOLS AND BAR SUPPLIES

THIS DOES NOT INCLUDE THE PRICE OF THE PRODUCT

DRINK TICKETS



PRE-PURCHASED TICKETS

SPONSOR ROW DRINK TICKETS ARE \$13 EACH AND CAN ONLY BE USED AT THE SPONSOR ROW BARS. TICKETS WILL NOT BE SOLD ON SITE, SO PLEASE PURCHASE ACCORDINGLY.

40 TICKETS: \$520

80 TICKETS: \$1040

100 TICKETS: \$1,300

• 120 TICKETS: \$1,560

• 150 TICKETS: \$1.950

• 160 TICKETS: \$2,080

• 200 TICKETS: \$2,600

• 240 TICKETS: \$3,120

• 280 TICKETS: \$3,640

320 TICKETS: \$4,160



NON-ALCOHOLICS



DRINK OPTIONS

B&B WILL DELIVER THE PRODUCT ORDERED TO YOUR TENT. COOLER RENTALS PURCHASED SEPARATELY.

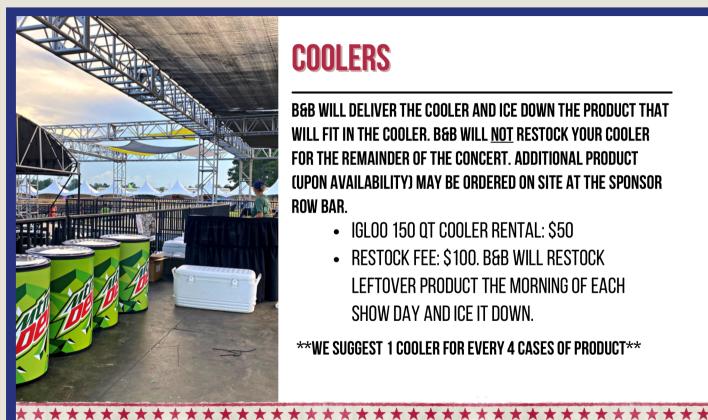
SPONSORS RECEIVE DISCOUNTED PRICING ON PRE-PURCHASED NON-ALCOHOLICS (WATER BOTTLE & SODA \$4/BOTTLE). DRINKS COME IN 24-PACK CASES

- AQUAFINA: \$96
- PEPSI: \$96
- DIET PEPSI: \$96
- COOL BLUE GATORADE: \$96 STARRY: \$96

- MOUNTAIN DFW: \$96
- DIET MOUNTAIN DEW: \$96
- DR. PEPPER: \$96

ALL BOTTLES ARE 20 OZ // NO REFUNDS FOR UNUSED PRODUCT OFFER DOES NOT APPLY ON SITE

RENTALS



COOLERS

B&B WILL DELIVER THE COOLER AND ICE DOWN THE PRODUCT THAT WILL FIT IN THE COOLER. B&B WILL NOT RESTOCK YOUR COOLER FOR THE REMAINDER OF THE CONCERT. ADDITIONAL PRODUCT (UPON AVAILABILITY) MAY BE ORDERED ON SITE AT THE SPONSOR ROW BAR.

- IGLOO 150 OT COOLER RENTAL: \$50
- RESTOCK FEE: \$100. B&B WILL RESTOCK LEFTOVER PRODUCT THE MORNING OF EACH SHOW DAY AND ICE IT DOWN.

WE SUGGEST 1 COOLER FOR EVERY 4 CASES OF PRODUCT

