



DRIVEN BY  
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CHEVROLET

## SPONSOR ROW ORDER GUIDE

### ROCK THE SOUTH

2024



# SPONSOR ROW



## WELCOME

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**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**





**SPONSOR ROW  
OFFERINGS**

# 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 BARTENDERS, BAR, EQUIPMENT, TOOLS AND BAR SUPPLIES

\*\*THIS DOES NOT INCLUDE THE PRICE OF THE PRODUCT\*\*

# DRINK TICKETS



## PRE-PURCHASED TICKETS

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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





# BEVERAGES

# NON-ALCOHOLICS



## DRINK OPTIONS

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**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
- MOUNTAIN DEW: \$96
- DIET MOUNTAIN DEW: \$96
- DR. PEPPER: \$96
- STARRY: \$96

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



# RENTALS



## COOLERS

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**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 QT 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\*\***







**SEE Y'ALL IN  
CULLMAN!**