



## Midwinter Bluegrass Festival 2023 Advertising Opportunity

Festival Dates: February 17-19, 2023 @ Delta Marriott Hotel, Northglenn, CO

*Ryegrass Productions is now offering a new advertising opportunity for businesses and organizations at the annual Midwinter Bluegrass Festival.*

### Festival Description:

The Midwinter Bluegrass Festival is held on President's Day weekend, February 17-19, at the recently renovated Delta Hotel by Marriott in Northglenn, CO. This festival has been going since 1986 and has a very strong following of bluegrass fans. Approximately 2000 people attend this festival every year from the Colorado Front Range and neighboring states. Many festival goers stay at the hotel for the whole weekend. Nearby businesses will receive significant foot traffic from festival goers throughout the weekend. The festival also presents a unique opportunity to reach many bluegrass fans with product information.

### Advertising Opportunity:

For 2023 the Midwinter Bluegrass Festival program will be upgraded in format and will include advertising spots. Each spot consists of a rectangular section in the program where businesses and organizations can place an advertisement. The advertisements can take the form of text, images, or logos – advertisers are responsible for providing the content and format. Unique food or product specials could be offered to festival goers or program holders.

Advertisement spots are specified by the size of the spot to be included in the program. The following spots being offered:

Advertisement Spot	Cost
Small: eighth of page (1.75" x 1.75")	\$125
Large: quarter page (3.5" x 1.75")	\$250

### Deadline:

Businesses and organizations wishing to reserve an advertising spot must do so by **January 25, 2023**. Spot reservations are on a first come-first serve basis. Only a limited number of spots are available.

### Contact:

To reserve a Midwinter advertising spot, please contact Ryegrass Productions and specify the desired advertising spot size.

Phone: 719-567-0364

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