



# NIGHT IN THE COUNTRY CAROLINAS MUSIC FESTIVAL

AUGUST 26 - 28, 2021

# SPONSORSHIP DECK

TRYON, NC  
[NIGHTINTHECOUNTRY.ORG](http://NIGHTINTHECOUNTRY.ORG)

**NIGHT  
IN THE COUNTRY**  
MUSIC FESTIVALS

**WHO  
WE ARE**

**NIGHT  
IN THE COUNTRY**  
NEVADA

Night in the Country debuted in 2002 as a fundraiser for the Boys & Girls Clubs of Mason Valley. It began in the Lyon County Fairgrounds rodeo arena with the headliners playing on the back of a semi-trailer. Now, 20 years later, NITC is Nevada's largest and longest-running country music festival with approximately 3,000 campsites to accommodate the roughly 10,000 attendees who travel from more than 35 states to attend the festival. Some of the biggest names in country music have performed on our main stage such as: Blake Shelton, Jason Aldean, Dierks Bentley, Little Big Town, The Band Perry, Brantley Gilbert, Thomas Rhett, Justin Moore, Brett Eldredge, Cole Swindell, Brothers Osborne, and Luke Combs.

NITC is more than 3 nights of Pure Country music. It includes events within the festival including Extreme Bull Riding, Tournament of Champions, The Sampling Box, Morning Yoga, Beer Relay, and the Full Moon Saloon Aftermath. And every year, NITC donates approximately \$60,000 to 30 non-profits through the Give and Get Program.

**NIGHT  
IN THE COUNTRY**  
CAROLINAS

In 2021, NITC is expanding and planting more roots in the South. Night in the Country Carolinas will be held at the Tryon International Equestrian Center. This world-renowned 1,600-acre facility boasts 7 barns, 13 rings, 1,200 permanent stalls, RV pads with full hook-ups, and wide-open luxury grounds and arenas that have the potential to host the largest music festivals and events in the world. It is conveniently and centrally located between Charlotte and Asheville in North Carolina and Greenville and Spartanburg in South Carolina.

This addition to the Night in the Country Music Festival lineup brings the NITC experience from Nevada farmland to the Carolina foothills. The festival features three nights of country music and a wide range of daytime activities from Bands, Brews & Que to Club Beach, the Craft Beer Experience, Grapeland, Maze Bar, the People-Chase 5K, Music & Mulligans Golf Tournament, Trap Shooting Tournament, Vino Van Gogh, Rolled and on the Rocks as well as the unforgettable experiences NITC Nevada is known for.



# OUR REACH

## WHO WE'VE ROPED IN



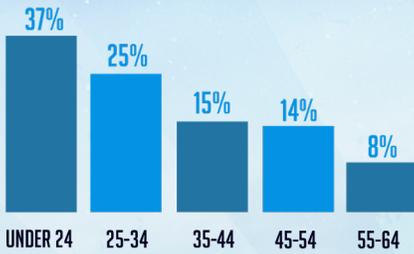
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**62,000+** Captive Users  
8,000+ INCREASE YOY

**12.4 MILLION** 2020 Impressions



937,000+ ANNUAL WEBSITE VIEWS  
312,000 INCREASE YOY



18,840 DEDICATED E-MAIL SUBSCRIBERS  
4,000+ INCREASE YOY



27K FANS **97,172** Avg. Reach Per Month



11K FOLLOWERS **59,372** Avg. Reach Per Month  
INSTAGRAM VERIFIED



3.2 FOLLOWERS **29,609** Avg. Reach Per Month



2K NITC APP USERS **14,000**  
User Sessions  
3,000 INCREASE YOY



1.2M DIGITAL ADVERTISING VIEWS  
3,234 FOLLOW THROUGHS



4.6M TELEVISION IMPRESSIONS

## WHAT WE EXPECT

**NIGHT IN THE COUNTRY CAROLINAS**

Our goal is to grow Night in the Country Carolinas into one of the largest country music festivals in the nation. Our reach will expand rapidly in 2021. Our database of followers will more than double and our attendance the first year will exceed

**15,000+**



# NIGHT IN THE COUNTRY CAROLINAS

PRESENTED BY YOUR NAME

## TITLE SPONSORSHIP

**\$200,000**

**\$40,000** spending budget for á la carte festival passes

- Your company name located on and everywhere the Night in the Country Carolinas logo appears (See logo above)
- Logo on main stage floor to ceiling banners
- Main stage re-named to YOUR COMPANY Main Stage which appears on all media and schedules
- Recognition as an official sponsor of Night in the Country
- Non-rotating logo and website link above all other sponsors
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Placement of 20 sponsor banners on festival grounds
- Six 30 second commercial played Thursday, Friday and Saturday
- Three Vendor/Activation Booths
- Four Artists Meet & Greet passes per day (4 Thursday, 4 Friday and 4 Saturday)
- Two backstage tours for up to 6 guests (1 for Friday and 1 Saturday)
- Four social media posts prior to the festival



# ALL ACCESS SPONSORSHIP

**\$50,000**

**\$10,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Placement of 8 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday
- Two Vendor/Activation Booths
- Four Artists Meet & Greet passes per day (4 Thursday, 4 Friday and 4 Saturday)
- One backstage tour for up to 6 guests
- Four social media posts prior to the festival

# ARTIST SPONSORSHIP

**\$25,000**

**\$5,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Placement of 6 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday
- Two Vendor/Activation Booths
- Two Artists Meet & Greet passes per day ( 2 Thursday, 2 Friday and 2 Saturday)
- One backstage tour for up to 4 guests
- Three social media posts prior to the festival



# PRODUCTION SPONSORSHIP

**\$15,000**

**\$3,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Placement of 6 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday
- One Vendor/Activation Booth
- One backstage tour for up to 2 guests
- Two social media posts prior to the festival

# VIP SPONSORSHIP

**\$10,000**

**\$2,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on concert poster and select print advertising
- Logo on email blasts to festival patrons
- Placement of 6 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday
- One Vendor/Activation Booth



# SUPERFAN SPONSORSHIP

**\$5,000**

**\$1,000** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Placement of 4 sponsor banners on festival grounds
- One 30 second commercial played Thursday, Friday and Saturday

# G.A. SPONSORSHIP

**\$2,500**

**\$500** spending budget for á la carte festival passes

- Recognition as an official sponsor of Night in the Country
- Logo and website link on the Night in the Country website
- Logo on printed concert poster and select print advertising
- Logo on email blasts to festival patrons
- Placement of 1 sponsor banner on festival grounds

## À LA CARTE SPONSOR PRICING

**GENERAL ADMISSION**

**\$175**

**SUPERFAN**

**\$250**

**VIP**

**\$500**

**CLUB 828**

**\$1,000**



# THE EXPERIENCES

## SPONSORSHIP OPPORTUNITIES



### ROLLED & ON THE ROCKS

WEDNESDAY

Elevate your festival experience with an evening of sophistication. Night in the Country's Rolled & on the Rocks is an exclusive experience featuring a variety of full-bodied cigars and some of the smoothest whiskeys from around the world.



### CRAFT BEER EXPERIENCE

THURSDAY, FRIDAY, SATURDAY

Night in the Country's Craft Beer Experience is hopped up with award-winning local and national brews to quench your thirst. The Craft Course is one of the largest outdoor bars the Carolina foothills has ever seen! Your map of all the brews on tap gets you a variety of samples PLUS one full beer and a commemorative cup. Upgrade to the full Craft Beer Experience to get access to Limited Release Row where we have some of the rarest craft beer options that are only available in limited quantities for a limited time. We're not skimping on the pours, either. Grab a sample, explore the festival grounds, and come back when you're ready for more. It's time to hop it up a notch.



### THE POOLS @ CLUB BEACH

THURSDAY, FRIDAY, SATURDAY

Float in the middle of the party or kick back and cool off. Club Beach is the center of your daytime NITC experience. The Inner Banks features private pools with interactive games, DJs, beverages to cool down, places to layout, and chances to win prizes. Looking for a more relaxed vibe? The private pools in the Outer Banks are more spaced out so you can keep it just between you and your crew. Both experiences are peak country chill. Soak it in.



### GRAPELAND

THURSDAY, FRIDAY, SATURDAY

Night in the Country's Grapeland features a wide range of Reds, Whites, Rosés, Champagnes, and Sangrias. We have carefully selected specific wine and sangria blends that are vast in origin and flavors to truly embody the crisp, refreshing taste of summer. Each flight tour includes a map of the wines offered in Grapeland and a commemorative cup. Grab a glass, explore the festival grounds, and come back when you're ready for more. Are you into a good syrah, chardonnay, or maybe you enjoy a mimosa or two? Choose your flight and make pour decisions.



# THE EXPERIENCES

## SPONSORSHIP OPPORTUNITIES



### MAZE BAR

THURSDAY, FRIDAY, SATURDAY

This outdoor, life-sized labyrinth has more twists and turns than the Blue Ridge Parkway. Maze Bar weaves

across nearly a quarter-mile of world-class sand. And we've hidden surprises and potential prizes around nearly every corner. At the finish line – a hidden oasis with pop-up musical performances where we're serving up specialty cocktails you can't get anywhere else. Want to pony up at this one-of-a-kind NITC experience?



### BANDS, BREWS & QUE

THURSDAY, FRIDAY, SATURDAY

The sounds and scents of the South will draw you into NITC's Bands, Brews and Que! Some of the very best cooks in the region are firing up their grills to serve up the tastiest barbeque this side of

the Mississippi. Local artists will keep the atmosphere rockin'! And our taps will be pouring a variety of native and nationally acclaimed craft brews in our Craft Course and Limited Release Row. Got a hankerin' for southern flavor? This is where you satisfy it.



### THE BEER RELAY

FRIDAY, SATURDAY

This NITC race/obstacle relay may be a defining festival moment for your

crew. Each team will have 4 runners. The whole thing is a circle. The start line is the finish line. Run, chug, repeat as fast as you can! The trophies for the winners will earn you bottomless bragging rights.



### PEOPLECHASE 5K

THURSDAY

Breathe in that fresh country air! The PeopleChase 5k is a scenic morning run through the Carolina foothills. It weaves through the

picturesque landscape of Tryon Resort and finishes at Club Beach. Are you an avid runner looking to beat your best time? Someone who just wants to get in a little exercise before 72 straight hours of partying? Lace-up your running shoes and earn your weekend.



### VINO VAN GOGH

WEDNESDAY

Get those creative juices flowing with a little red, white, or rosé. A professional artist will guide you

step-by-step through a one-of-a-kind painting that you can make your own. Sip, socialize and put your vision to canvas. This is inspiration uncorked.



# THE EXPERIENCES

## SPONSORSHIP OPPORTUNITIES



### MUSIC & MULLIGANS

TBD

Tee up for a day on the links followed by three nights of pure country music! Our Music and Mulligans Golf Tournament is a two-person scramble with contests, prizes, and awards. The tournament takes place

on the PGA- acclaimed Cleghorn Golf & Sports Club. The 18-hole course features champion Bermuda grass from tee to green, an over-seeded grass driving range, a fully-stocked pro shop, a full-service restaurant with full bar, and breathtaking views. This is mountain golf at its finest. So put your boots in your golf bag, grab a buddy, and start your festival experience on the green.



### TRAP TOURNAMENT

TBD

Pull, aim, fire! NITC's Trap Tournament takes place on the custom-designed sporting clays course at TIEC's Cleghorn

Gun Club. The course was designed and outfitted by nationally renowned sporting clay course designers, Rick Hemingway and Heyward Cunningham. It consists of 15 stations with four traps per station allowing for a two-course (Blue and Gold) layout with target trajectories strategically positioned for every shooter level. The Long-Range Target Management system, used to operate the trap machines, allows for a variety of target combinations, providing numerous target options and patterns. Do you have what it takes for this game of split-second timing?



### HIGH NOON SALOON'S TOURNAMENT OF CHAMPIONS

FRIDAY, SATURDAY

When the sun is up,

an outdoor arena within the festival grounds will transform into a giant playing field. The High Noon Saloon Tournament of Champions features King Kong Beer Pong, Cornhole, Fowling, and Spikeball. These tournaments are legit. They are 32-team double-elimination first come, first served tournaments featuring multiple courts.



### FULL MOON SALOON'S AFTERMATH

THURSDAY, FRIDAY & SATURDAY

The Full Moon Saloon is your outdoor state-of-the-art nightlife

festival experience. We're bringing in award-winning DJs to create an extraordinary atmosphere. This isn't just any after-party. This is a nightclub under the stars in the middle of the Carolina foothills. This is the Aftermath. Get ready to turn up the night.

