



Present



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

When: Friday, October 18 @ 5:00 PM - Sunday October 20 @ Midnight

Where: Brown Forman Amphitheater, Waterfront Park, Louisville, Kentucky with afterparties at High Horse Bar on Story Avenue.

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 2024- A 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 2,000 people to the Brown Forman Amphitheater in Louisville's scenic Waterfront Park despite a very small advertising campaign and only 30 days of planning.

Now GrateVille is back for its 10th year.

“It’s been ten years and we are excited to enter the next phase of growth for this festival,” says Humphrey, “When we first came up with this thing we knew it would be special, but it has turned into real magic, and here is the end of a decade and the beginning of the next.”

The festival will occur again this year at the Brown Forman Amphitheater. Sponsored by WFPK, Lenox Lifeline, Green River Bourbon, Cazadores Tequila, Crowler Catering & Small Batch Events, Spring Street Bar & Grill, Pig Beach BBQ, High Horse Bar, Real Feel Audio, Darkstar TV, Musicians Emergency Resource Foundation and more to come.

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.



-Festival History-

- Festival Founded by Dennie Humphrey and Ashley Angel
- Multi day festival held during summer at Brown Forman Amphitheater (outdoor.)
- Lineups featuring special performances by Born Cross Eyed, Stu Allen, Electric Garden, Captain Midnight, Tyrone Cotton and Screamin' John Hawkins, regional act The Rumpke Mountain Boys, as well as local acts Slow Down Johnny, Hot Iron Skillet, Phiasco, Louisville's Merry Pranksters and many others.
- 1,600+ patrons in attendance
- 20+ local vendors
- Dozens of sponsorship partners over the years.
- Facebook: 1,500 total likes, 1,600 average post reach, 2,800 regular followers.
- Total Media Impressions across all sponsors, media and platforms 2017-2023: 2,700,000
- Print features in regional and local and national press: Insider Louisville, GonzoToday.com, Louisville.com, LEO Weekly, WAVE3, Gratefulweb.com, WFPK, DarkstarTV, The Courier Journal 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).

-2024 Promotional & Advertising Support-

Grateville Dead 2024 will be maintaining an advertising campaign with primary media outlets 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.

-Entertainment-

This year's festival will feature live music from a prolific lineup of local, regional, and national musicians of differing styles including bluegrass, folk, funk, jazz and rock. All of this entertainment and remembrance of Jerry's work/life will be held on the Brown Forman Amphitheater of Waterfront Park from October 18th-20th.

Current Confirmed Lineup to Date:

<p>The Pranksters Hot Brown Smack Down Born Cross Eyed Solar Flannel Mr. Please Captain Midnight Band</p>	<p>Tyrone Cotton Bibelhauser Brothers Mama Said String Band Old and In the Way Bluegrass Superjam</p>
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-Children (Jerry's Kids)-

Grateville Dead is a family friendly event. Please feel free to bring your children. All children are the responsibility of their guardians. Please keep an eye on your kids.



• -Grateville Dead Marketing Opportunities-

Booth Space ONLY (Qty = 40)

10 x 10 Booth, basic electric for lighting \$200.00 Weekend.

Event Sponsorship Opportunities

1. Whiskey Sponsor = \$5,000.00

- (1) Shared Branded stage banner.
- (2) 2'x6' banners on interior perimeter fencing.
- (1) 2'x6' banner on exterior entry way perimeter fence

2. Beer Sponsor = \$3,000.00

- (1) Shared Branded stage banner.
- (2) 2'x6' banners on interior perimeter fencing.
- (1) 2'x6' banner on exterior entry way perimeter fence

3. **Stage Sponsor = \$1,000.00**

**Stage Size = 20' x 20'*

- (1) (Your Company Presents) the Dave Young Memorial Stage center banner..
- (1) Shared Branded stage banner.
- (2) 2'x6' banners on interior perimeter fencing.
- (1) 2'x6' banner on exterior entry way perimeter fence

4. **Wristband / Pass Sponsor = \$ 750.00**

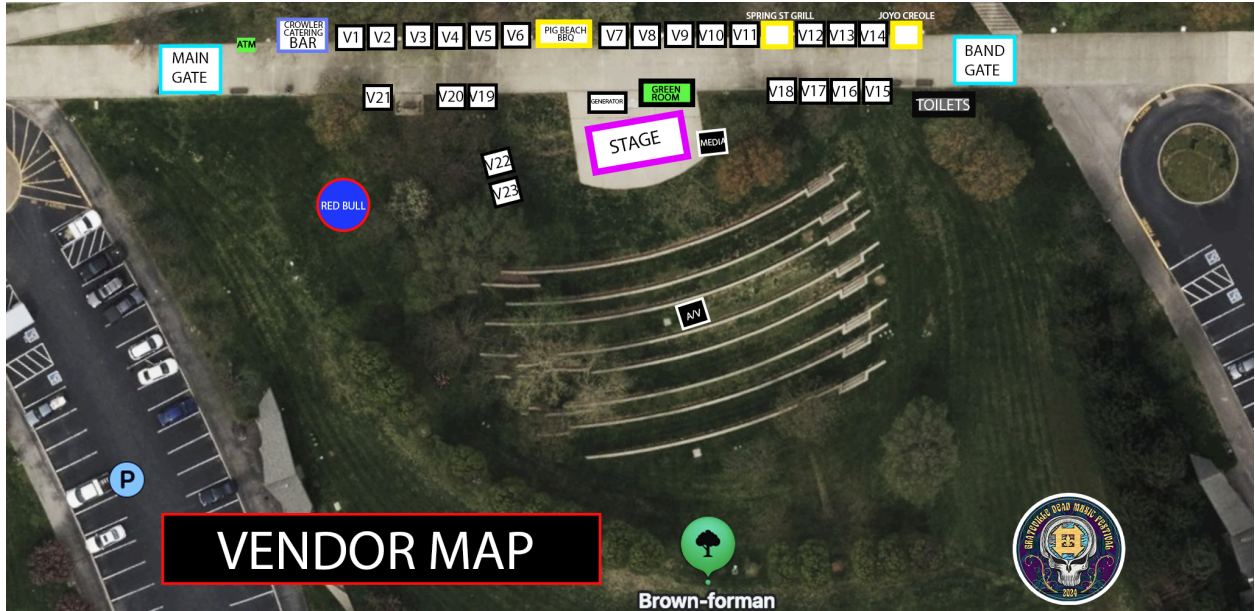
- (1) Shared Branded stage banner.
- (2) 2'x6' banners on interior perimeter fencing.
- (1) 2'x6' banner on exterior entry way perimeter fence

5. **General Paid Sponsorship = \$500.00**

All Additional Sponsorship Benefits included as listed below

Additional Sponsorship Benefits (All Sponsorship Tiers:)

- (10x10 Tent Space) (1) 2'x6' banner on exterior entry way perimeter fence
- Logo and/or company name recognition in Grateville Dead 2024 promotional videos.
- Logo and/or company name recognition on Grateville Dead 2024 social media platforms.
- Logo and/or company name recognition on Grateville Dead 2024 website.
- Logo and/or company name recognition on Grateville Dead 2024 promotional print media.
- Multiple verbal mentions by MC on stage during the festival for your participation.
- 5 Weekend Passes, valued at \$200.
- First right-of-refusal for Grateville Dead 2024 sponsorship.



VENDOR MAP

Vendors:

BAR: Crowler Catering & Small Batch Events
FOOD: Crowler Catering & Small Batch Events, Pig Beach BBQ, JoYo Creole, Spring Street Bar and Grill

Vending (10x10) - \$300 for three days including two tickets

- V01 =
- V02 =
- V03 =
- V04 =
- V05 =
- V06 =
- V07 =
- V08 =
- V09 =
- V10 =
- V11 =
- V12 =
- V13 =
- V14 =
- V15 =
- V16 =
- V17 =
- V18 =
- V19 =
- V20 =
- V21 =
- V22 =
- V23 =

Sponsors:

Stage Sponsor: OPEN

Beer Sponsor: OPEN

Bourbon Sponsor: CLOSED

Tequila Sponsor: CLOSED

Wristband Sponsor: OPEN

Bar Sponsor: CLOSED

Media Sponsorships also available

Please submit questions or payment to:

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Or Contact:

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