

GREAT LAKES ROCKABILLY ROAD TRIP MUSIC FESTIVAL

Port Clinton, Ohio - August 1, 2026

Sponsorship Packet



Introduction

Nicole DeFreitas is a seasoned event planner with years of experience organizing community events. She holds a master's degree in Leisure and Tourism Studies with a focus on event management, bringing both academic insight and hands-on expertise to every project.

She is joined by her business partner, Alex Sandstrom, a pharmacist with a Doctor of Pharmacy (PharmD) degree whose true passion lies in music. Alex is the founder of the popular rockabilly band The Palatinos and also performs with the Hollywood Connection Band. Deeply immersed in rockabilly culture, Alex brings invaluable genre knowledge, performance experience, and industry connections to the team.

Together, Nicole and Alex are curating a vibrant, well-executed music festival and are excited to collaborate with talent that shares their passion and vision.



NICOLE DEFREITAS



ALEX SANDSTROM

About the Festival



Set against the scenic shores of Lake Erie, this rockabilly music festival aims to become the premier event of its kind in the Midwest, drawing fans from across the Great Lakes region.

Blending high-energy performances with vintage flair, the festival will not only fill a long-missed gap in the region but also serve a deeper purpose.

A portion of the proceeds will support local cancer charities in honor of festival co-founder Alex Sandstrom, a passionate musician and advocate, who recently completed treatment for an aggressive form of prostate cancer.

With its unique mix of music, culture and cause, the festival promises to be both a celebration of rockabilly culture and a powerful platform to raise awareness.

What is ROCKABILLY?



- Rockabilly is one of the earliest forms of rock 'n' roll—born in the 1950s—blending rhythm & blues, country & raw rock energy. It's known for driving upright bass, twangy guitar, fast tempos and a rebellious attitude.
- Rockabilly isn't just music—it's a lifestyle and aesthetic
 - Vintage fashion - pin-up style, pompadours, denim, leather
 - Classic cars & motorcycles
 - Tattoo & barber culture

It celebrates timeless cool, individuality and nostalgia—without feeling stuck in the past.

Demographics



- Age: 40 - 65
- Male 60% vs. Female 40%
- Income; \$60,000–\$120,000
- Repeat attendees year after year
- Loyal
- Will travel for the right event
- Often plan long weekends around festivals
- High hotel, restaurant, and bar usage
- Strong word-of-mouth networks
- Higher on-site spend than average

Rockabilly audiences are generally middle-aged with **strong disposable income and high brand loyalty**. They value authenticity, craftsmanship and experiences, making them ideal targets for lifestyle, food & beverage, automotive and travel brands.

SHORES & ISLANDS_{OHIO}

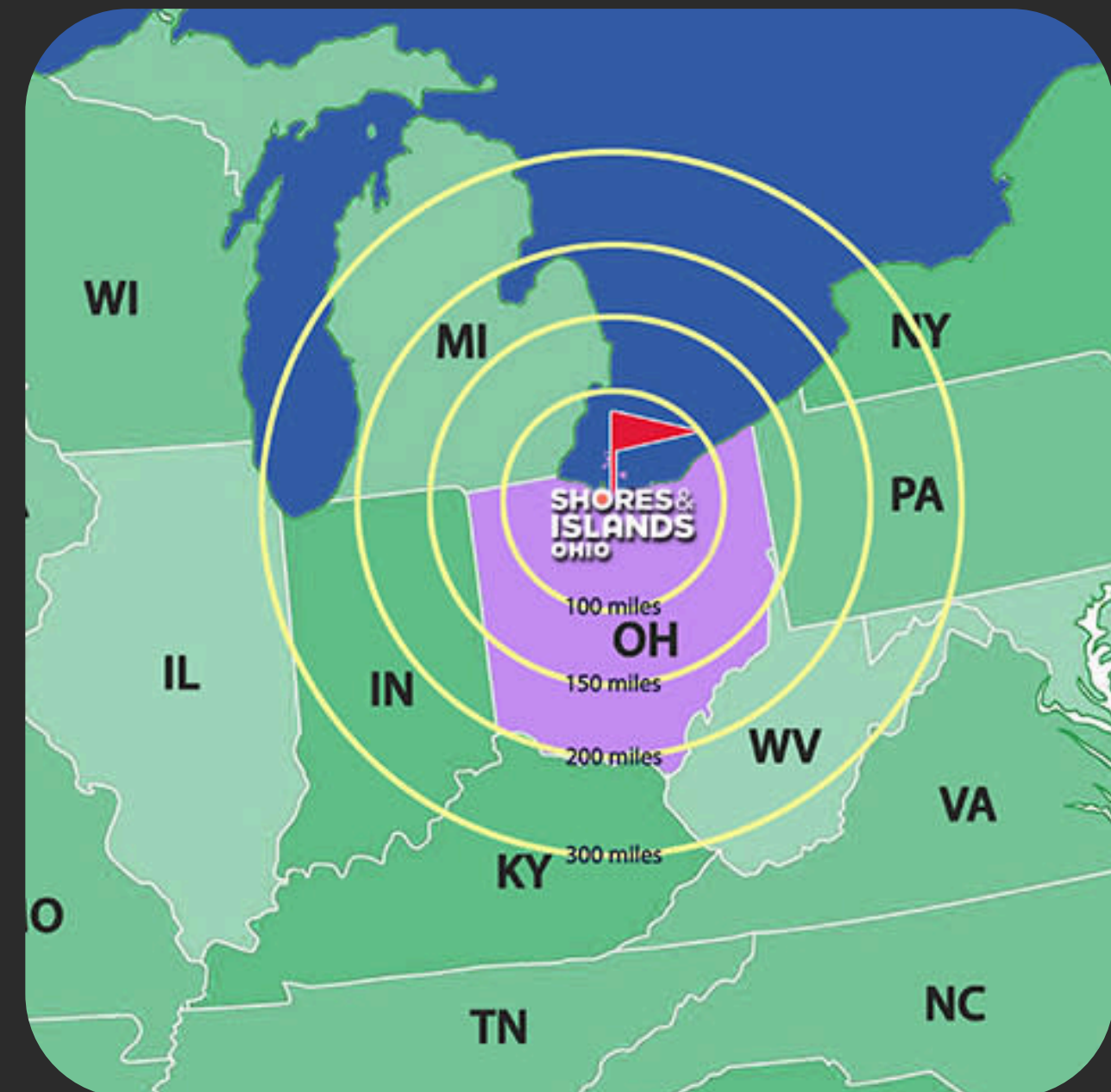
CEDAR POINT • SANDUSKY • PUT-IN-BAY

Target Audience

Shores & Islands Ohio is centrally located within a 5-hour drive of several major metropolitan areas.

Easy to get to – close to airports and main travel highways.

13 MILLION ANNUAL VISITORS
3.1 BILLION TOTAL TOURISM SALES



Roadtrippers...



Ticket Purchase locations
as of 3/7/26

Confirmed ARTISTS



HOSTED BY
DJ DEL VILLARREAL



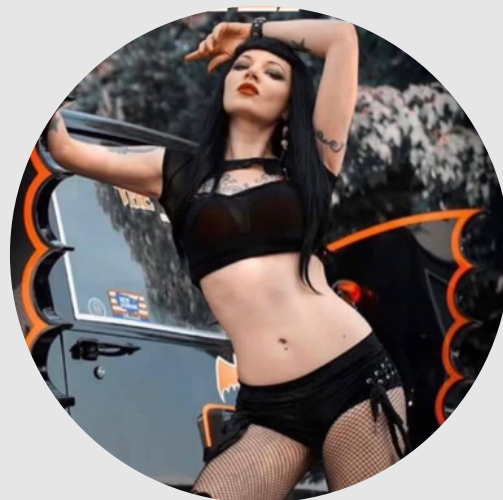
Wayne Hancock



Deke Dickerson



SEBASTIEN
BORDEAUX



BAT HEARSE



What we know...

- **People are traveling:**
 - Bringing vintage cars
 - Booking hotel rooms
- **What's motivating them:**
 - Quality of artists/bands
 - Vacation destination
 - Unique vendors
 - Walkability of events
- **What they want:**
 - Experience-driven
 - Celebration of rockabilly culture, not just music

- **Elements of Festival:**
 - 13 national/regional acts
 - Pin-up pageant
 - Hot rods
 - Dancing
 - Activated VIP areas
 - Festival merchandise
- **Vendors/bands:**
 - Requests from across the country to be part of inaugural event
 - Carefully curated to support culture, theme & vision

Over 5,000 Facebook
followers
in just 30 days



Let's Create
an Amazing
Festival
Together!





Sponsorships

TITLE	GOLD	SILVER	BRONZE	COMMUNITY
\$10,000	\$5,000	\$3,000	\$1,000	\$500
1 available	3 available	5 available	8 available	Unlimited

NAMING RIGHTS



MAIN STAGE PRESENCE



LOGO ON ALL MARKETING



SOCIAL MEDIA HIGHLIGHTS



LIVE STAGE SHOUTOUTS



ON-SITE FESTIVAL SIGNAGE



BOOTH SPACE/PRODUCT EXCLUSIVITY



FAN INTERACTION OPPORTUNITY



OPTION TO CO-BRAND MERCH



VIP ALL-ACCESS PASSES

10

6

4

2

GENERAL ADMISSION TICKETS

10

6

4

2

2

FEATURED SPONSORSHIPS

One Exclusive Sponsorship Available Per Feature



PIN-UP PAGEANT

\$2,000



CAR SHOW

\$3,000



VIP LOUNGE

\$4,000



AFTER-PARTY

\$2,500



WATER STATION

\$1,500

Includes on-site branding, stage mentions and direct exposure to 4,000+ attendees

Reccap

TITLE — \$10,000

- 🎸 Festival naming rights
- 🎸 Main stage presence
- 🎸 Top marketing placement
- 🎸 10 VIP & 10 GA passes

GOLD — \$5,000

- 🎸 Major stage & signage visibility
- 🎸 Posters, tickets & ads
- 🎸 Named festival feature
- 🎸 6 VIP & 6 GA passes

SILVER — \$3,000

- 🎸 Featured sponsor recognition
- 🎸 Marketing & festival signage
- 🎸 Stage mentions
- 🎸 4 VIP & 4 GA passes

BRONZE — \$1,000

- 🎸 Supporting sponsor visibility
- 🎸 Signage & stage shoutout
- 🎸 2 VIP & 2 GA passes

COMMUNITY — \$500

- 🎸 Local business recognition
- 🎸 Website & group signage
- 🎸 2 GA tickets

FEATURED SPONSORSHIPS

(One exclusive sponsor per feature)

- 🎸 Pin-Up Pageant — \$2,000
- 🎸 Car Show — \$3,000
- 🎸 VIP Lounge — \$4,000
- 🎸 After-Party — \$2,500
- 🎸 Water Station — \$1,500
- 🎸 Dance Floor — \$1,500

The background of the top half of the image features stylized fireworks in shades of blue, red, and white against a dark grey background. The fireworks are scattered across the top, with some larger bursts on the left and right sides.

LET'S MAKE SOME NOISE TOGETHER

We offer several sponsorship options designed to fit businesses of all sizes — all with meaningful visibility and engagement!

ONE DAY. ONE EPIC PARTY!

Reach out to explore available options

Nicole DeFreitas

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**THANK YOU
FOR CONSIDERING**