GREAT LAKES ROCKABILLY ROAD TRIP MUSIC FESTIVAL

Port Clinton, Ohio - August 6-8, 2027

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, along with a Master of Public Administration, 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



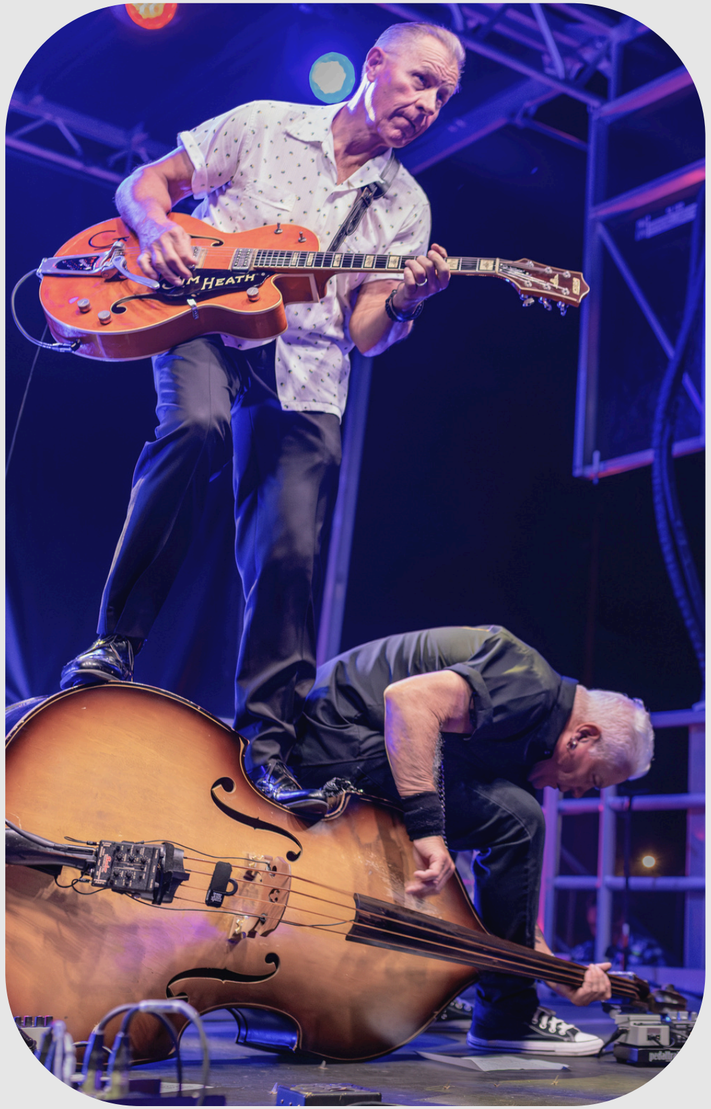
The Great Lakes Rockabilly Road Trip returns to downtown Port Clinton, Ohio, August 6–8, 2027. With 24 bands across three stages, a classic car show, and a pin-up pageant, the three-day festival brings rockabilly music and vintage car culture together on Ohio's Shores & Islands. It celebrates rock 'n' roll's roots and gives today's rockabilly artists a stage in front of fans who travel from across the country.

For national and regional brands, the festival offers a way to connect with fans who plan an entire weekend around live music and classic cars. From branded experiences and product showcases to festival-wide visibility, partners can engage with fans in person and extend their presence through festival marketing before and after the event.

What is ROCKABILLY?

Rockabilly is one of the earliest forms of rock ’n’ roll. Born in the 1950s, it blends the twang of country music with the rhythm and drive of rhythm and blues. Think slap bass, sharp guitar riffs, and the raw energy of early Elvis Presley, Carl Perkins, and Wanda Jackson.

Today, artists around the world are still writing and performing rockabilly, keeping the sound alive on dance floors and festival stages.



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

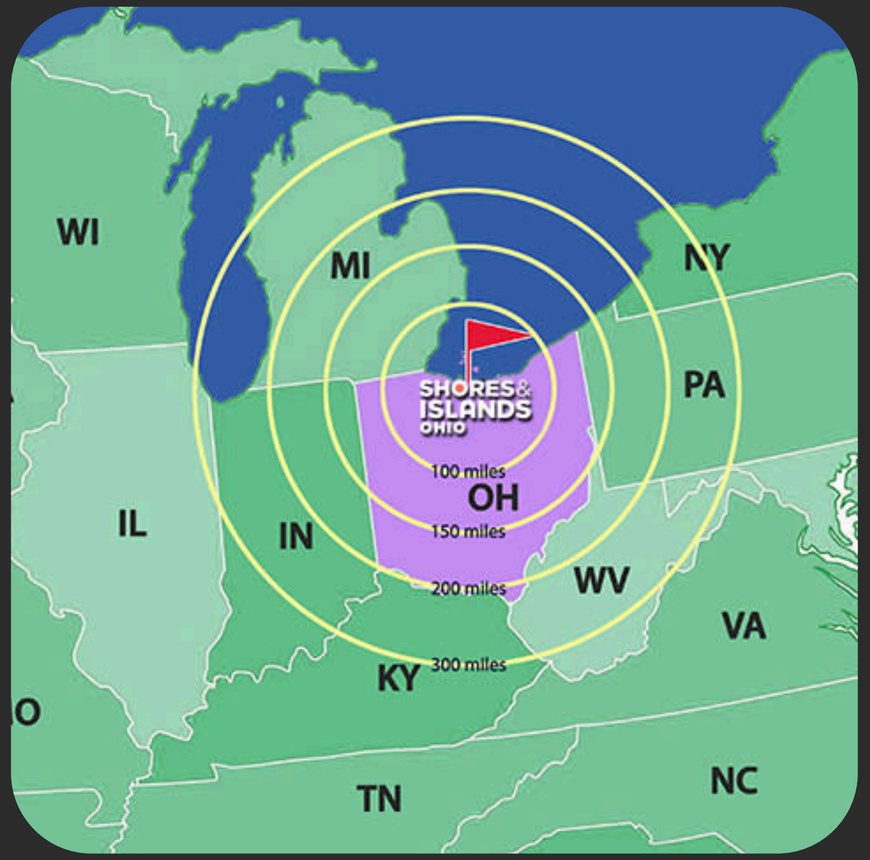
CEDAR POINT • SANDUSKY • PUT-IN-BAY

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

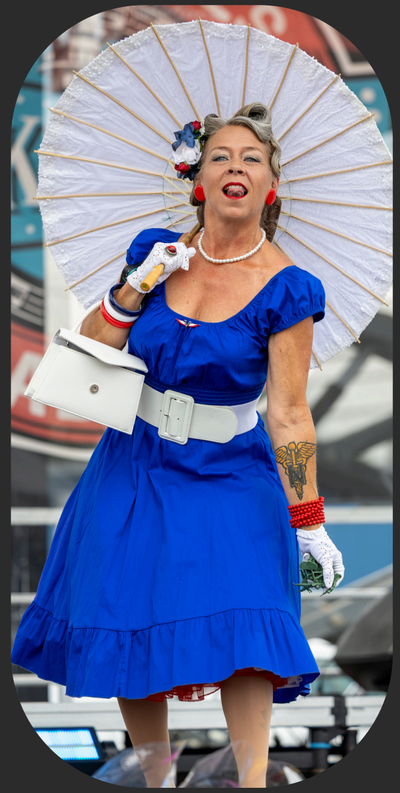



But where do roadtrippers travel from?
Everywhere!
Great Lakes
ROCKABILLY
ROAD TRIP

What we know...

- **People are traveling:**
  - Bringing vintage cars
  - Booking hotel rooms
  - Making it a vacation
- **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:**
  - 24+ national/regional acts
  - Multiple Stages
  - Pin-up Pageant
  - Hot rods/Classic cars
  - Vendors/Food Trucks
  - VIP After Party
  - Festival Merch
- **Vendors/bands:**
  - Requests from across the country to be part of the event
  - Carefully curated to support culture, theme & vision



Let’s Create an Amazing Festival Together!





Sponsorships

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

Pin-up Pageant	$2,000
Car Show	$3,000
VIP After Party	$3,000
VIP Lounge	$3,000

One Exclusive Sponsorship Available Per Feature

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

LET'S MAKE SOME NOISE TOGETHER

If you don't see a sponsorship that fits your brand, let's get creative, build something together, and make some noise!

Reach out to explore available options:

Nicole DeFreitas
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THANK YOU FOR CONSIDERING