



*Uncle Dave Macon Days  
Presents*

# Roots Rendezvous

at

Hop Springs

SEPTEMBER 19-21, 2025

[www.rootsrendezvous.com](http://www.rootsrendezvous.com)

# ***Uncle Dave Macon Days Presents***

## ***Roots Rendezvous***

### **Sponsorship Opportunities**

As a sponsor, your company brand and product will:

- *Directly benefit from the national and international festival attendance. Festival attendees will have the opportunity to witness, participate in, and purchase your products and services.*
- *Contribute to the added revenue from the influx of festival attendees. Hotels, restaurants and other local points of historical interest will be patronized by attendees traveling from out-of-state.*
- *Be seen as an integral part of the Murfreesboro, Rutherford County, and Middle Tennessee community, surrounded at the festival by vendors, artists, and community service organizations that make up the vendor village.*
- *Support a memorable, family-friendly event that includes live music, unique art and artists, and one-of-a-kind experiences across the festival property.*
- *Be associated with a legendary community-conscious festival that will draw 2,000-3,000 attendees over the course of 3 days.*

By connecting your brand to this festival, you're showing support for the preservation and promotion of roots music, arts, and artists in Middle Tennessee while raising the profile of your business.



## ABOUT US

Uncle Dave Macon Days, a local non-profit since 1978, has been sharing the roots music experience for 46 years in Middle Tennessee. Thriving in a decade of accelerated change has been the goal of the Uncle Dave Macon Days: Roots Rendezvous enterprise. The Board of Directors of Uncle Dave Macon Days is announcing a renewed commitment to the mission preserve roots music and rural culture while also giving back to the local community

ROOTS RENDEZVOUS 2025 AT HOP SPRINGS will be a celebration of our local talent. You'll have the opportunity to witness, interact, and collect the uniquely creative renderings of many fine craft and visual artists. This year, in addition to the musical talent on display, organizers are excited to introduce elements of cultural inclusion from our friends at Boro International Festival, the talent of MTSU Art, the students of the MTSU Department of Art and Design, and the work of Murfreesboro favorites associated with the Stones River Crafts Association's Boro Art Crawl.

An added bonus to this event is our new partnership with Habitat for Humanity of Rutherford County. They'll be on the festival site all weekend long, and Saturday morning will feature the Hammer Down For Habitat Car and Motorcycle event.

American music is always in creative transition. Uncle Dave Macon Days shares Roots-Americana music with music lovers on a quest to discover its beginnings - from local fans to visitors from around the world. UDMD/RR organizers have seen *first-hand* these experiences at the festival every year. The early music performed on the front- porches, parlors, and barn raisin's of the 19<sup>th</sup> century and early 20<sup>th</sup> are honored and celebrated, blending the old and new.

With the attraction of a broad spectrum of music, arts, and crafts, and the additional community service focus, UDMD/RR will draw people from the local region and around to the picturesque vistas of Middle Tennessee at Hop Springs September 19-21, 2025.

## MISSION

To preserve, protect and grow the musical, arts, and cultural heritage of Middle Tennessee to the benefit of the surrounding community.

## VISION

Our vision is UDMD/RR as an internationally celebrated roots music, art and cultural event drawing thousands of attendees from around the world, bringing recognition to the history and community that is Murfreesboro, Rutherford County, and Middle Tennessee. This vision can only be accomplished through collaborative partnerships with artists, businesses, and individuals who are like-minded.

## OUTCOME

On a primary level, local businesses participating in the event as exhibitors and sponsors will directly benefit from the festival exposure to the international attendance at UDMD/RR. Festival attendees will have the opportunity to witness, participate in, and purchase their products and services.

Local and regional businesses will benefit from the influx of festival attendees. Hotels, restaurants and other local points of historical interest will be patronized by attendees traveling from out-of-state.

Community causes supported by UDMD/RR will benefit through expanded awareness of their causes as well as through financial donations collected through and by UDMD/RR.

Additionally, Murfreesboro, Rutherford County, and Middle Tennessee will benefit from the raised profile that UDMD/RR is gaining worldwide.

# SPONSORSHIP OPPORTUNITIES



Uncle Dave Macon Days Presents



At Hop Springs Park  
Murfreesboro, TN  
September 19-21, 2025





## PRESENTING SPONSOR

Investment: \$7,500

Number Available: 1

The PRESENTING SPONSOR of UDMD/RR is in the premiere position for brand and business exposure. The Presenting Sponsor will also be afforded VIP perks not offered to other sponsors. There is ONLY ONE Presenting Sponsorship available. No similar or competing businesses will be afforded sponsorship at any level - this is an exclusive offer. This unique business relationship connects your sponsorship with one of the Southeast's largest, oldest, and most respected family-oriented festivals.

- Sponsor name featured prominently in all festival news releases, social media marketing campaigns, and advertising.
- 20 Preferential seating tickets for seating and 5—VIP parking spaces
- Logo featured in program and logo displayed on signage on grounds
- Logo prominently displayed on festival at entrance as Presenting Sponsor
- Sponsor logo displayed on main stage banner as Presenting Sponsor
- Prominent 10' x 20' booth
- Sponsor logo displayed on websites with link to your site
- Listed as the Presenting Sponsor on Festival website
- Presenting Sponsor's name promoted by stage emcee during festival
- Sponsor featured in post on social media
- Logo All Printed Materials – OFFICIAL POSTER, FLYERS, SITE MAP, T-SHIRTS
- VIP Cocktail Reception Friday before doors officially open.
- Exclusive backstage meet-and-greet with artists immediately following each performance.



## LEGACY SPONSOR

Investment: \$5,000

Number Available: 8

The LEGACY SPONSORS of the UDMD/RR share a prominent position for band and business exposure with high visibility in festival promotions and on-site presence. At the Legacy Sponsor level, no competing businesses will be sold sponsorship - the LEGACY SPONSOR has exclusivity. Additional perks and benefits are also afforded LEGACY SPONSORS.

- Logo in featured in festival program and signage on the grounds
- 10 Preferential tickets for seating and 3—VIP parking spaces
- Logo Displayed Signage on festival grounds
- Prominent 10" x 10" booth
- Sponsor logo displayed on websites with link to your site
- Sponsor name utilized in festival news releases
- Listed as the Legacy Sponsor on websites.
- Legacy Sponsor's name promoted on main stage by emcee
- Sponsor logo displayed on festival's page all social media
- Logo printed in onsite program, posters, flyers.
- VIP Cocktail Reception Friday before doors officially open.



## **ROOTS SPONSOR**

Investment: \$2,500

Number Available: 10

The ROOTS SPONSORS will be recognized from both stages throughout the festival. Additional perks and benefits are also afforded ROOTS SPONSORS.

- Recognized by emcee during the award-winning performances throughout the entire festival
- Logo prominently displayed on the main stage banner and on the grounds
- Prominent 10" x 10" booth
- Listed as a Roots Sponsor on the website
- Listed on all printed materials: official poster, flyers, site map
- Sponsorship recognized on social media
- 4 Preferential tickets for seating and 2—VIP parking spaces



## **SUPPORTING SPONSOR**

Investment: \$1,500

Number Available: 10

The SUPPORTING SPONSOR receives recognition in various ways before and during the festival, along with additional perks and benefits.

- Sponsor name promoted from stage by emcee during festival
- Sponsor's logo included with other Supporting Sponsor's logos in a cluster banner on festival grounds
- Logo in rotation of Roots Rendezvous Site
- 10 x 10 Booth Space negotiable if desired
- 4 Preferential tickets for seating and 2—VIP parking spaces

## **FRIENDS OF UNCLE DAVE SPONSOR**

Investment: \$500

Number Available: 20

The FRIENDS OF UNCLE DAVE SPONSOR includes several perks and benefits.

- Sponsor name promoted from stage by emcee during festival
- Sponsor's logo included with other Supporting Sponsor's logos in a cluster banner on festival grounds
- Logo in rotation of Roots Rendezvous Site
- 10 x 10 Booth Space negotiable if desired
- 2 Preferential tickets for seating and 1—VIP parking spaces

## **GRASSROOTS SPONSOR**

Investment: \$100

Number Available: 100

The GRASSROOTS SPONSOR is an *individual* who wants to offer support to UDMD/RR on a personal level.

- Parking fee waived for duration of the festival
- Name included on Grassroots Banner prominently displayed on festival grounds
- Thanked on back panel of the festival brochure.



Sponsorship Contact:

Matt Need

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