



DEAR COMMUNITY PARTNER:

One way Bartow Ford loves giving back to the community is in the form of events, hosting experiences that many Polk County residents might not have otherwise. There's been Easter Egg hunts, Winter Wonderlands with 70 tons of snow, and more. Our events are always well attended—as many as 6,000 have been at our 30-acre dealership at one time.

But this year, Bartow Ford is sending its event plans into high gear with an incredible Country Music concert that will feature Florida's own Country superstar Michael Ray.


Bartow Ford is partnering with 97 Country and The Dallas Bull for the November 5th event, which will feature a Battle of the Bands (the winner of which will be one of the opening acts for the main concert) in the weeks leading up to the concert and a truck giveaway at the concert, and we would love for your organization to join us as a sponsor. With a strong team using innovative ideas, we intend to make this event a huge success that will certainly build your client network and customer loyalty.




MICHAEL RAY

For Michael Ray, music is his grandfather singing and sweating on a rural Florida stage. It's the childhood refuge he found during the pain of his parents' divorce. It's family and stories, history and hope. Ray says music saved him, but it did even more: Music made him. In five short years, Ray has built an impressive foundation: four No. 1 songs – RIAA Platinum-certified "Think a Little Less," RIAA Gold-certified "Kiss You in the Morning," RIAA Gold-certified "One That Got Away" and RIAA Gold-certified "Whiskey And Rain" – plus "Get to You" and "Her World or Mine," brings his tally to five Gold-certified

singles. Ray has garnered over 1 billion global streams, over 650,000 album equivalents, over 100 million YouTube views and has performed at the Grand Ole Opry over 60 times. Now, two hit albums into that all-too-rare blend of critically acclaimed and commercially successful career, Ray has released Higher Education, a seven-song collection produced by GRAMMY-nominated producer Ross Copperman. Proof that heartbroken wallowing can feel good if it swings, "Whiskey And Rain" marked his first multi-week No. 1, cementing Ray as the ideal bridge between vintage country cool and modern country's best sounds. Learn more about Ray at MichaelRayMusic.com

\$10,000 **PLATINUM SPONSORSHIP** 

- Opening thank you by Benny on stage
- 12 VIP Tickets
- Booth Space
- Logo on Poster and website page for Concert.
- Radio mention
- Banner at Battle of the Bands pre-events

\$5,000 **GOLD SPONSORSHIP** 

- 6 VIP Tickets
- Booth Space
- Logo on Poster and website page for Concert.
- Banner at Battle of the Bands pre-events

\$2,500 **SILVER SPONSORSHIP** 

- 4 VIP Tickets
- Company Name on Poster and website page for Concert.
- Banner at Concert

CUSTOM PACKAGES AVAILABLE. PLEASE CALL TO DISCUSS



JON LANGSTON

Jon Langston grew up in Loganville, GA, listening to music by his heroes Alan Jackson and the Eagles. Earning a Division 1 college football scholarship, Langston always thought football would be a part of his life, but after his sixth concussion left him blind for fifteen minutes, his football career ended abruptly. He picked up his guitar-untouched since eighth grade—and re-taught himself how to play. Performing at open mic nights

and honing his songwriting led to the 2013 release of self-penned, "Forever Girl," the first song he ever wrote, and now certified GOLD by the RIAA. That release kicked off his music career, culminating in sold out shows across the country and over 500 million career streams. Langston signed a publishing deal with Sony ATV, management with KP Entertainment, and is the first artist signed under Luke Bryan's label 32 Bridge Entertainment with EMI Records Nashville. Langston recently made his Grand Ole Opry debut, where he performed his new single "Back Words"—out now.



For More Information Contact Amy Sumerlin:
 Amysu@BartowFord.com or (863) 533-0425