



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 experience otherwise. There have been Easter Egg hunts, Winter Wonderlands with 70 tons of snow, and more. Our events are always well attended—as many as 6000 have been at our 30-acre dealership at one time.


Last year, we sent our event plans into high gear when we started an entirely new event series: The Concert on the Lot. The Inaugural concert featured Florida's own Country superstar Michael Ray. This year, we're truly going to have a Parking Lot Party—because multi-platinum GRAMMY nominee -- and one of the biggest names in Country music, Lee Brice, is coming to our stage. Lee will be supported by one of his good buddies, country music vocal powerhouse Randy Houser—so it's going to be a night country music fans don't want to miss.

Bartow Ford is partnering with 97 Country and The Dallas Bull for the November 11 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.

\$10,000

PLATINUM SPONSORSHIP


- Opening thank you by Benny on stage
- 14 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

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



\$2,500


SILVER SPONSORSHIP

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



CUSTOM PACKAGES AVAILABLE. PLEASE CALL TO DISCUSS

LEE BRICE



When Curb Records recording artist, Lee Brice, isn't selling out arenas, writing and recording songs, or building new brands like American Born whiskey, you'll find the family man with his wife Sara, two young boys, and daughter. Meanwhile, with over 3.7 billion on-demand streams, and over 4 billion spins on Pandora, Brice continues to enjoy massive success at country radio, digital streaming services, and on the road. He has reached the #1 spot at Country Radio with Platinum-selling "Memory I Don't Mess With," which consecutively follows three prior #1s: ASCAP's 2021 Country Song of the Year and 3x Platinum track "One of Them Girls," "I Hope You're Happy Now" with Carly Pearce, and the 4x Platinum hit "Rumor," which was nominated in the category Single of The Year at the 55th Annual ACM Awards. One of the most-played coun-

try artists of all time on Pandora, he was the second country artist behind Keith Urban to receive the Pandora Billionaire plaque. Lee is also a GRAMMY nominee, a CMA and ACM award winner, and his latest album, Hey World, has been certified Platinum and features current radio single "Save the Roses" which has amassed 19 million on-demand streams to date.

NOVEMBER 11th, 2023

RANDY HOUSER



Country music vocal powerhouse Randy Houser racked up three consecutive No. 1 hits and more than four million in singles sales to date with his Stoney Creek Records album How Country Feels. He topped the charts with the title track, "Runnin' Outta Moonlight" and "Goodnight Kiss" (also his first No. 1 as a songwriter) and earned critical acclaim for his powerful delivery of the Top 5 smash and CMA Song of the Year-nominated "Like A Cowboy." Houser added a fourth No. 1 to his catalogue with "We Went" from his 2016 album, Fired Up. 2022's Note To Self albums is available now via Magnolia Music Group. Currently in the top 30 and climbing

at Country radio, lead single and title track "Note To Self" marked his "powerful return" following 2019's critically-acclaimed album Magnolia, with MusicRow boasting the Mississippi-native "remains one of country music's very finest vocalists."



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