

Background

The Red Rock Music Association (RRMA) of St. George, in partnership with the Tuacahn Center For The Arts (TCA) is producing an inaugural Blues Festival, the “Southern Utah Blues Festival,” (SUBF) on October 26, 2024, in the beautiful Tuacahn outdoor Amphitheater. The festival is an all-day event beginning in the early afternoon with bands performing on the main amphitheater stage, culminating with a “Marquee” level band in the evening. Solo and duet acts, primarily from the Southern Utah region, will perform throughout the day on the smaller “Community Stage” during main stage transitions. Please follow this link to TCA’s SUBF’s web page; <https://www.tuacahn.org/concert/subf-2024/>



A master clinic promoting and exploring the Blues music genre, and the showing of the award-winning documentary film, “Into The Fire – A Utah Boy’s Life in the Blues” will take place in the TCA’s indoor Hafen Theater to provide education and inspiration to musicians and the general public regarding this very important American art form. “Into The Fire” was written and directed by local Blues musician Isaac Erickson and produced by Utah Tech University.



The RRMA has teamed with local Blues artist Dick Earl Erickson, of “Dick Earl’s Electric Witness,” and RRMA board member Alice Erickson for this exciting project. Dick Earl and Alice have performed and recorded with various internationally recognized Blues artists on several projects. Their reputation in the Blues community will be of great assistance in making the Southern Utah Blues Festival a huge success, drawing audience members not only from the Southern Utah region, but from across the country.

The RRMA will also be working with local artist groups to create a competition for local artists to create a piece of art that best represents the SUBF. The winning piece will be reproduced on various pieces of merchandise and sold to the public. It is the goal of the RRMA to have a new contest and piece of artwork each year the festival is held.

Performing Groups and Schedule

The festival will kick off on Saturday, in the amphitheater with “C” level acts beginning at 12:00 PM. Each act will be given 45- 90 minute performance slots, followed by a 30-minute stage transition to prepare for the next scheduled band. During the stage transitions small solo and duet type Blues acts will perform on the small “community pre-show” outdoor stage, located outside of the amphitheater. The day will feature 2 “C” level acts, 3 “B” level acts and 1 “A” level headliner act, ending at approximately 9:45 PM.

“Dick Earl’s Electric Witness” will be performing during the festival, bringing a local connection to the festival. They placed first in the 2023 Las Vegas Blues Society “Blues Brawl,” a qualifier for the International Blues Challenge (IBC) in Memphis, Tennessee. “Electric Witness” then placed third at the 2023 IBC, gaining international Blues community recognition.

Another local artist, Jordan Matthew Young, will be a solid addition to the festival lineup. Jordan, who hails from Veyo, UT, was the third-place runner up on the 2021 season of the television series “The Voice,” and voted “Best of Utah, Album of the Year” in 2016.

The Jimmy Carpenter Band from Las Vegas will be a great addition to the festival lineup. Saxophonist, singer-songwriter, arranger, and Gulf Coast Records recording artist, Jimmy Carpenter is on a roll! He won the 2021 and 2022 Blues Music Award for Best Instrumentalist/Horn. And, he is now a Grammy-Winning Composer, for a composition he contributed to the New Orleans Nightcrawlers’ winning album, “Atmosphere.”

Opening for the headliner act will be the “Ghost Town Blues Band.” Ghost Town’s most recent album, “Shine,” debuted at #1 on the Billboard charts. They were the 2020 B.B. King Entertainer of the Year winner at the Canada Maple Blues Awards, and a 2014 International Blues Challenge finalist.

Closing the festival will be the fabulous “Southern Avenue”. Southern Avenue’s accomplishments include 2022 Grammy nominated group for Best Contemporary Blues Album, debuting in 2019’s Top 5 Billboard Charts, 2018 Blues Musicians of America “Best Emerging Artist” album, and signed to the STAX label in 2016.

Sponsors

The RRMA and the TCA are nonprofit, 501c3 organizations. All donations for the SUBF are tax deductible. The goals of the RRMA and TCA are “to create outstanding performance through the integration of local, regional and experienced professional artists,” and “to convey the American Musical tradition to subsequent generations through exposure, education, and employment, thereby creating artists and audiences for generations to come.” As a sponsor of the SUBF, you and/or your organization will not only partner with us in achieving these goals, but you will be an integral part of creating a new and lasting major national musical event in Southern Utah, the gateway to Zion National Park.

Your level of sponsorship for the SUBF will determine the level of benefits you can expect to receive. All sponsors will receive recognition on the SUBF event program.

Gold Level, \$5,000 or more

- Gold Sponsors will be named as event “partners” on ALL electronic and digital advertising and marketing.
- Gold Sponsors will be announced throughout the day of the SUBF as event partners, including before each band takes the stage to perform.
- Gold Sponsors will be prominently identified on the SUBF program as such.
- Gold Sponsors will be identified on all SUBF merchandise.
- Gold Sponsors will be identified on the theater large screen monitors before each band takes the stage and during their performance.
- Gold Sponsors will receive 10 premium seating tickets with SUBF swag.
- Gold Sponsors will receive 6 passes to the private SUBF afterparty.
- Gold Sponsors will be able to purchase blocks of premium and general seating tickets at a 20% discount (until the festival is sold out.)

Silver Level, \$2,000 to \$4,999

- Silver Sponsors will be identified as being a sponsor of the headliner, “A” level band of the SUBF.
- Silver Sponsors will be named in all electronic and digital advertising and marketing in which the “A” level band is named.
- Silver Sponsors will be announced as sponsoring the “A” level band before the band takes the stage to perform.
- Silver Sponsors will be identified on the theater large screen monitors as sponsoring the “A” level band before the band takes the stage and during their performance.
- Silver Sponsors will receive 6 general seating tickets with SUBF swag.
- Silver Sponsors will receive 4 passes to the private SUBF afterparty.
- Silver Sponsors will be identified in the SUBF program as a sponsor for the “A” level band.

- Silver Sponsors will be able to purchase blocks of general seating tickets at a 20% discount (until the festival is sold out.)

Bronze Level, \$1,000 to \$1,999

- Bronze Sponsors will be identified as being a sponsor the three “B” level bands of the SUBF.
- Bronze Sponsors will be named on electronic and digital advertising and marketing in which the “B” level band they are identified as sponsoring is named.
- Bronze Sponsors will be announced as sponsoring their assigned “B” level band before the band takes the stage to perform.
- Bronze Sponsors will be identified on the theater large screen monitors as sponsoring their “B” level band before the band takes the stage and during their performance.
- Bronze Sponsors will receive 4 premium seating tickets with SUBF swag.
- Bronze Sponsors will receive 2 passes to the private SUBF afterparty.
- Bronze Sponsors will be identified in the SUBF program as a sponsor for their assigned “B” level band.

Brass Level, \$500

- Brass Sponsors will be assigned as a sponsor of one of the acts assigned to the smaller Community Stage.
- Brass Sponsors will be announced as their assigned band is introduced before their performance.
- Brass Sponsors will be identified in the SUBF program.
- Brass Sponsors will receive 2 general seating SUBF tickets.

Marketing

It is the desire of the RRMA and TCA to make this a “destination event,” drawing Blues enthusiasts not only from Southern Utah, but from all over the country. The Zion Gateway, a beautiful venue such as the TCA, and a quality performance lineup will be the enticements necessary to draw audience members from outside Washington County, providing increased revenues to county businesses.

The Tuacahn Center for the Arts has a well-established marketing apparatus in place, reaching a large regional and national customer base. Using this capability will be significant in drawing local resident audience members to this event as well.

These marketing resources will greatly benefit sponsors by providing national and regional footprints to widen their brand recognition.