



BROOKLYN COUNTRY CANTINA

March 15-16, 2013

Friday & Saturday, 11am-2am both days

Papi Tino's

1306 E. 6th St, East Austin, TX

Contact Bryan Jennings

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Mission

To introduce South By Southwest audiences and Austinites to independent, cutting-edge Americana & Roots bands from New York and Texas, in a spirited outdoor oasis amidst the chaos of the massive festival.

Event Description & Details

We are excited to announce The 5th Annual Brooklyn Country Cantina (BCC), a 2-day grassroots party in the heart of the SXSW festival in Austin, TX. Each spring, well over 100,000 people descend on Austin for the festival, now in its 27th year. SXSW continues to build upon its reputation as the place to see new artists that will shape the future of the music industry.

Attendance and popularity of the BCC has grown steadily every year. Papi Tino's central location on a hip stretch of East 6th street guarantees extremely heavy foot traffic over the course of Friday and Saturday. The venue's location offers prime product visibility to the tens of thousands of festival-goers passing by the event each day. Coupled with its established popularity with locals and extended schedule, the estimate for this year's BCC attendance is 3000+. This 2-day&night-long event features 2 outdoor stages showcasing approx. 20 bands per day, an ample supply of beer and liquor including Papi Tino's signature micheladas & margaritas, authentic Mexican food catered by Papi Tino's, with a hangover station featuring breakfast tacos and a Rockstar bagels each morning. Official sponsors for the 2013 Cookout include Buffalo Trace Kentucky Straight Bourbon and Brooklyn Brewery who have both supported this event since its inception.

History

Founded in 2009 by Brooklyn-based country band, The Defibulators, the first BCC (then called the Brooklyn Country Cookout) was held one afternoon in a friend's backyard and was attended by roughly 200 people. In the last 5 years it has grown tenfold, from a gathering of close friends to a favorite destination for locals and returning festival goers.

Note: The "Brooklyn Country Cantina" is an independent Austin event, unaffiliated with the SXSW Organization. The Defibulators Inc. maintains the rights to the names "Brooklyn Country Cookout" and "Brooklyn Country Cantina." Use of this name is intended for the event detailed above only.

Sponsorship Tiers

Sponsorship packages are fully customizable and can be tailored to brand-specific needs

\$500 AMIGO

Featured logo visibility inside the event grounds, on event website, and all press releases

\$1000 PRIMO The above plus...

Permission to promote and distribute your product on the event grounds

\$2500 ABUELO The above plus...

Featured logo on E. 6th St side event grounds (visible to 10,000+ festival goers per/day)

Your logo on entire side of custom Wooden Nickel Flyer

Top billing on all promotion; press releases, ads, flyers, banners, & website

\$5000 El JEFE (The Boss), The above plus...

Featured presentation rights at event ("YOUR COMPANY" presents... The Brooklyn Country Cantina!)

Promotion

Full Promotional campaign targeting Brooklyn Vegan, The Onion, Pitchfork, Stereogum, and major music blogs

Event Posters/Fliers distributed in Austin the week before the event

Custom Wooden Nickel Flyers distributed throughout Austin during SXSW

Social Media campaign, including Facebook, Twitter, participating band websites and blogs

www.brooklyncountrycookout.com