



EVERY MARCH AND NOVEMBER AT THE ROBERTS CONVENTION CENTRE IN WILMINGTON, OHIO

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## Fact Sheet

### History

- ◆ Producer, radio broadcaster and bluegrass musician, Joe Mullins, established The Southern Ohio Indoor Music Festival in 2003.
- ◆ The Southern Ohio Indoor Music Festival is the only indoor bluegrass, old-time and gospel event of this caliber in the region.
- ◆ The Southern Ohio Indoor Music Festival features nationally known, award-winning acoustic acts, from bluegrass pioneers such as **Bobby Osborne** and **J.D. Crowe** to rising stars such as **Cherryholmes** and **the Grascals**.
- ◆ All festivals are sponsored by Mullins' network of 3 southwest Ohio radio stations, WBZI, WEDI and WKFI. He features mainstream bluegrass music programming 15 hours per week in afternoon drive time. This programming is also broadcast via the network website, [www.myclassiccounrty.com](http://www.myclassiccounrty.com).
- ◆ The festivals are supported in part by Mullins' vast radio audience.
- ◆ The enthusiasm of over 2000 attendees in November '03, '04 and '05 was so contagious that an annual **spring festival** was established making its debut in March 2006.



Photos by Eric Popp, [www.epphotos.com](http://www.epphotos.com).

## Mission

- ◆With the production of each festival one of the primary goals remains to feature bluegrass, old-time and gospel music, combined with family fun and educational opportunities, in a first-class, entertaining atmosphere.
- ◆We contract the best sound, lights and video production companies available.
- ◆Door prizes, raffle prizes, workshops, an instrument check station, a designated jamming area and various vendors offer value-added extras to all attendees in a smoke and alcohol free environment.

## Location

- ◆These festivals are hosted at the Roberts Convention Centre, Ohio's newest convention facility, located 12 miles south of Xenia, 5 miles north of Wilmington, at the intersection of US 68 and I-71 at exit 50. This location is less than an hour drive from Dayton, Cincinnati and Columbus.
- ◆The location of the Roberts Convention Centre is convenient to fans from all over the state of Ohio and all neighboring states. We have drawn well from outside Ohio and even entertained international guests in past years.
- ◆More than a convention center, The Roberts Centre includes a **Holiday Inn Hotel, Max and Erma's Restaurant, RV parking** as well as state of the art facilities for hosting our annual music event.

## Marketing, Sponsorship and Vendor Opportunities

- ◆Many sponsor and vendor opportunities are available for our two annual events and we have gladly forged promotional partnerships with many quality businesses that benefit by connecting with our audience.
- ◆An extensive marketing plan for the promotion of these events is always in place.
- ◆Year round publicity is given to the festivals and all of the sponsors. National and regional print ads and press releases, the [www.somusicfest.com](http://www.somusicfest.com) website, direct mail and plenty of radio advertising will continue to ensure the success of the festival and recognition of sponsors.
- ◆The festival hours are Friday 11 a.m. until 11 p.m. and Saturday 10 a.m. until 11 p.m., providing plenty of exposure for sponsors and vendors to our estimated 1,500 to 2000 guests each day.