



## Why Sponsor Midwest Gypsy Swing Fest?

Midwest Gypsy Swing Festival is the brainchild of Sims and Maggie Delaney-Potthoff, the founders of Harmonious Wail- Madison, Wisconsin's award winning acoustic Americana- flavored Gypsy Jazz trio. For 26 years The Wail has performed at festivals worldwide. As a result Harmonious Wail has created a unique Euro-style festival of it's own right here in the Midwest, bringing world class virtuosos to the Midwest Gypsy Swing Festival's twice yearly performances.

Your support not only gets you front row seats at the shows, but you become a strategic partner in our growing festival, our non-profit, and you give life to true, heartfelt, high-integrity music.

Sponsor recognition creates an intimate association with the festival's year-round promotional efforts, each of which has more than doubled in dedicated followers over the past year. You, your business and/or your cause will be promoted via professional graphic and electronic imagery in the following recognition elements:

- Midwest Gypsy Swing Fest website
  - Logo display with links & promotion in news updates
- MGSF newsletter "Sponsor Spotlights" (3500 names)
- MGSF + HW Facebook posts

### **Please consider these Sponsorship Opportunities:**

*There are two options for your sponsorship*

#### **Option A - Yearly**

An annual sponsorship including the September and the February festivals of that year, beginning on the date of your contribution.

#### **Option B - per fest**

Subscription per festival. You pick either September fest or February fest.

Sponsorship levels begin at \$250 - for that you get two tickets a Sponsor Page placement of logo and link at [www.midwestgypsyswingfest.com](http://www.midwestgypsyswingfest.com). All Sponsors contributing over \$250.00 receive printed logo placement at the festival and at the \$1000 level, we will create a facebook campaign. For \$1500 you can sponsor a band at the festival!

Above that level- let's have a chat! We can create a tailor-made package to suit your needs that may include seats at the shows, advertising options, etc. To discuss details, send Sims an email at [sims@wail.com](mailto:sims@wail.com) or give him a call.



## The Henry Mac Fund

In March 2015 Maggie and Sims' son, Henry, passed and in his name the Henry Mac Fund was started with the sole purpose of bringing support to budding young artists. Henry was a truly gifted musician who toured and recorded with Harmonious Wail and other bands from Oregon to the Netherlands to New Orleans.

Midwest Gypsy Swing Fest contributes to the Henry Mac Fund. In coordination with the MAMAs ([www.themamas.org](http://www.themamas.org)) the Henry Mac Fund donated \$500 to Madison Music Makers ([www.madisonmusicmakers.org](http://www.madisonmusicmakers.org)) in June of 2016.

In addition to supporting the Henry Mac Fund, MGSF also supports The Conzemius Scholarship Fund. Over the past 12 years, the Conzemius Scholarship Fund, working with the Verona Area High School, has paid for dozens of underprivileged kids to receive a higher education, most being the first in their families to attend college.

Your support and sponsorship of the Midwest Gypsy Swing Fest will directly benefit the Henry Mac Fund's ability to keep paying it forward by supporting the arts and education.

Thank you for your consideration.  
See you at the Fest!!

Sims Delaney-Potthoff

**Interested in being a partner of MGSF & The Henry Mac Fund? We'd love to talk to you!**

Email Sims ([sims@wail.com](mailto:sims@wail.com)) or send a check, made out to "Midwest Gypsy Swing Fest" to:

4114 Hegg Avenue

Madison, Wisconsin 53716

(608) 658-6988

Paypal account is [sims@wail.com](mailto:sims@wail.com)