

# ORANGE BLOSSOM REVUE



**THE WOOD BROTHERS | JJ GREY & MOFRO**

MOLLY TUTTLE & GOLDEN HIGHWAY | BRENT COBB

MIKE & THE MOONPIES | KAITLIN BUTTS

HARPER O'NEILL | CAT RIDGEWAY

DECEMBER 1ST & 2ND 2023 | ALONG THE SHORES OF LAKE WAILES

HOSTED BY THE BLOSSOM CHARITABLE FOUNDATION | CURATED BY THE WOOD BROTHERS



Spring 2023

*Dear Friends of OBR,*

We hope this message finds you in excellent health and high spirits. Today, we are thrilled to share the extraordinary journey and aspirations of the Blossom Charitable Foundation, focusing specifically on the Orange Blossom Revue. It is truly humbling to reflect on the remarkable achievements we have made since our modest beginnings almost a decade ago.

The Orange Blossom Revue traces its origins back to an annual community barbecue hosted by the Lake Wales Rotary Club. Over time, the popularity of this beloved fundraiser waned, prompting us to reimagine it as a barbecue contest accompanied by live music performances. In the following years, the Orange Blossom Revue became a local favorite. In 2021, the Blossom Charitable Foundation, Inc. was established by the organizers of the Orange Blossom Revue. Today, we proudly host an annual regional music festival showcasing Americana music, all while aiming to benefit our local community.

With humble hearts and unwavering determination, we aspire to grow our festival into an event akin to Merlefest in Wilkesboro, NC. Founded in 1988 by Doc Watson, Merlefest serves as the primary fundraiser for Wilkes Community College, attracting thousands of attendees each year. While our dreams may seem ambitious, we firmly believe in setting lofty goals to achieve extraordinary outcomes.

In 2022, we were delighted to welcome visitors from 29 different states to the scenic shores of Lake Wales. Many fell in love with the warmth of our small town and the breathtaking surroundings. Our goal is to inspire even more people to discover the captivating beauty of Lake Wales, a hidden gem nestled among rolling hills and brimming with small-town charm.

We are deeply moved by those who consider the Orange Blossom Revue an annual tradition and a heartfelt homecoming of sorts. It provides an opportunity to gather over a long weekend, reconnect with old friends, make new acquaintances, and share stories, laughter, and good times while indulging in delicious food and soul-stirring music.

Throughout the years, the Orange Blossom Revue has made significant contributions to numerous local organizations, including Lake Wales Charter Schools, Lake Wales Pram Fleet, Lake Wales Arts Council, Warner University, and many others. We warmly invite you to join us as we plan for the 9th annual event. Whether you choose to attend this year's festivities on December 1-2, help spread the word, become a sponsor, or get involved in any other way, every contribution matters. We rely on the support and involvement of our community partners to ensure the success of this event.

We embarked on this journey to pay tribute to the trailblazers who paved the way for us, while also celebrating our rich history, awe-inspiring natural beauty, and expressing our deepest gratitude for each and every one of you.

Together, let us continue to create unforgettable memories and cherish the breathtaking beauty that surrounds us.

*With utmost appreciation,*

*Reid & Rusty*

*Reid Hardman + Rusty Ingley*

# WHERE LAKE WALES COMES ALIVE!

Returning to Lake Wales, FL this winter, Orange Blossom Revue is proud to announce the lineup for its ninth annual festival spanning the weekend of December 1-2, 2023. Hosted by illustrious American roots outfit The Wood Brothers, the intimate celebration of music, community, and nature has quickly grown to become a beloved tradition for residents of central Florida and enthusiastic visitors alike. This year's marquee includes performances by southern soul-rock icons JJ Grey & Mofro, virtuosic guitar prodigy Molly Tuttle and her band Golden Highway, distinguished singer-songwriter Brent Cobb, neotraditional country hitmakers Mike and the Moonpies, rising Americana star Kaitlin Butts, and more.

Conveniently nestled midway between Tampa and Orlando, the intimate community of Lake Wales, FL, has long been known as a best-kept secret for culture and outdoor recreation. Its bounty of Spanish moss, palmetto trees, and fragrant citrus groves makes it a choice location for two full days of entertainment and leisure, and the charming grounds of Lake Wailes Park provide a picturesque backdrop for the weekend-long celebration.

We hope you'll consider being a part of it!

*Reid & Rusty*

## OUR FANS

**COVERED BY:** HOLLER COUNTRY, JAMBASE, GRATEFUL WEB, GO SEE LIVE MUSIC, FLAMINGO MAGAZINE, LAKELAND LEDGER, HAVEN MAGAZINE, LKLD MAGAZINE, POLK SUN, ORLANDO SENTINEL, MORE.

 2300+ EMAIL SUBSCRIBERS

 3800 FACEBOOK FOLLOWERS

 1748 INSTAGRAM FOLLOWERS

### 2022 Travel & Tourism

- VISITORS FROM 26 STATES ATTENDED OBR IN 2022



### 2022 Attendees

- 978 ATTENDEES
- 157 VOLUNTEERS

### 2022 Age Demographics

- UNDER 18 = 4%
- 18-34 YEARS OLD = 11%
- 35-54 YEARS OLD = 43%
- 55+ = 42%

### 2022 Top 10 Patron Cities

1. TAMPA - ST. PETERSBURG
2. ORLANDO
3. LAKE WALES
4. MIAMI - FT. LAUDERDALE
5. BRADENTON - SARASOTA
6. LAKELAND
7. WINTER HAVEN
8. GAINESVILLE - OCALA
9. NAPLES - FT. MYERS
10. VERO - FT PIERCE

# OUR REACH

## SOCIAL MEDIA



2022 LINEUP

- JJ GREY & MOFRO | INSTAGRAM: 35K FOLLOWERS | FACEBOOK: 140,281 LIKES | SPOTIFY: 855.2K MONTHLY LISTENERS
- THE WOOD BROTHERS | INSTAGRAM: 68K FOLLOWERS | FACEBOOK: 95,539 LIKES | SPOTIFY: 773K MONTHLY LISTENERS
- MOLLY TUTTLE | INSTAGRAM | 120K FOLLOWERS | FACEBOOK: 87,027 LIKES | SPOTIFY: 454.8K MONTHLY LISTENERS
- BRENT COBB | INSTAGRAM: 67K FOLLOWERS | FACEBOOK: 48,884 LIKES | SPOTIFY: 1M MONTHLY LISTENERS
- KAITLIN BUTTS | INSTAGRAM: 49K FOLLOWERS | FACEBOOK: 25,869 LIKES | SPOTIFY: 234.6K MONTHLY LISTENERS
- MIKE AND THE MOONPIES | INSTAGRAM: 38.8K FOLLOWERS | FACEBOOK: 39,317 LIKES | SPOTIFY: 267.6K MONTHLY LISTENS
- HARPER O'NEILL | INSTAGRAM: 6,284 FOLLOWERS | FACEBOOK: 3,158 LIKES | SPOTIFY: 27.9K MONTHLY LISTENERS
- CAT RIDGEWAY | INSTAGRAM: 4,805 FOLLOWERS | FACEBOOK: 7,410 LIKES | SPOTIFY: 2.4K MONTHLY LISTENERS

POTENTIAL REACH =

# 4,473,474+

FOLLOWERS

## KEY TAKEAWAY

We have the opportunity to expand our outreach significantly beyond our current scope. The inclusion of these bands, who have a considerable following, will substantially boost our visibility. Rather than advertising to a broad audience, which can result in a waste of resources, we can now precisely target our intended audience, based on their individual preferences and interests. This approach will result in a higher conversion rate for ticket sales and ultimately lead to increased attendance.

# OUR IMPACT

**THOUSANDS DONATED TO LOCAL CHARITIES!**

The Orange Blossom Revue is a non-profit organization (501c3) dedicated to making a meaningful and enduring difference in the Lake Wales community. Along with hosting an event that revitalizes our community culturally and financially, the Blossom Charitable Foundation is devoted to allotting 20% of the event's proceeds to different 501c3 organizations that promote arts, recreation/parks, and education programs in the Lake Wales community.

## BENEFICIARIES

Lake Wales Little League | Lake Wales Arts Council | Lake Wales High School (Freshman, Sophomore, Junior & Senior Classes) Hillcrest Elementary School | Sandy's Music Girls | Lake Wales Pram Fleet | Lake Wales Rotary Club | Lake Wales Breakfast Rotary Rotary on the Ridge | Warner University Ball Team | First Baptist Mission to Africa | Lake Wales Junior League

*Thank you*

### TO OUR PAST SPONSORS

Advent Health Of Lake Wales  
Atlantic Blue  
Bok Tower Gardens  
Bunting, Tripp & Ingley, LLP  
Chemical Containers  
Christina Richards - State Farm Insurance  
Church of the Good Shepherd  
Citizens Bank & Trust  
Coldwell Banker - Erin Floyd  
Crosby & Associates  
Dr. Ricardo Navarro  
Duke Energy  
E. R. Jahna Industries Inc.  
Edward Jones  
Ewing, Blackwelder & Duce  
Eye Specialists of Mid Florida  
Family Elder Law  
Forni Dental  
George & Erica O'Neill

GiveWell Foundation, Inc.  
Grape Hammock Fish Camp  
Haven Magazine  
Huston Cadillac-GMC-Buick  
Huston Chevrolet  
Jahna Foundation  
Land Resource Consultants, Inc.  
Marion Nelson Funeral Home, Inc  
McCance Foundation  
McKenna Brothers Inc.  
Mid Florida Credit Union  
Mr. Corby Myers  
Mr. Larry Updike  
Nelson Financial Strategies  
Nucor  
Oakley Transport  
Pallet One  
Parlier & Crews Architects  
Petersen Industries

Peterson Myers Law Firm  
Plusurbia  
Polk State College Foundation  
Publix Charities  
Raymond James  
Reid Hardman  
Ridgeview Mortgage  
Roger & Kay Ingley  
Rotary Club of Lake Wales  
Rusty & Carrie Ingley  
SouthState Bank  
Story Companies  
Thompson Financial Advocates  
Tire Barn Of Lake Wales  
Truist  
Wawa  
Webber International University

### COMMUNITY PARTNERS

City Of Lake Wales  
Lake Wales Chamber Of Commerce and EDC  
Lake Wales Main Street Inc.  
88.5 WMNF  
97 Country

# GET INVOLVED

## VOLUNTEER

## BUY TICKETS

## BE A SPONSOR

Your support is invaluable to us. We invite you to join us on our journey by volunteering your time or securing tickets to the event. Join our dedicated team of volunteers by contacting us at [info@orangeblossomrevue.com](mailto:info@orangeblossomrevue.com), or purchase your tickets to experience the festivities firsthand at [orangeblossomrevue.com/tickets](https://orangeblossomrevue.com/tickets). Together, we can make the Orange Blossom Revue Americana Music Festival a resounding success.

### CROWN JEWEL | \$25,000

Only 1 Available / Name/Logo On Website / 10 X 10 Activation At Festival (All Costs To Be Covered By Partner) / Three (3) Social Media Posts On Dedicated Social Media At Festival Discretion / Mention In All Media Releases / Twenty (20) Partner VIP Tickets & Ten (10) GA Tickets / Option to purchase Ten (10) additional VIP tickets at a discounted rate (\$200/ticket) / A portion of your sponsorship is tax-deductible

### KING OF WALES | \$10,000

Only 2 Available / Name/Logo On Website / 10 X 10 Activation At Festival (All Costs To Be Covered By Partner) / Three (3) Social Media Posts On Festival Social Media. Platform At Festival Discretion / Mention In All Media Releases / Logo On Poster (If Timing Allows) / Sixteen (16) Partner VIP Tickets & Ten (10) GA Tickets / Option to purchase Ten (10) additional VIP tickets at a discounted rate (\$200/ticket) / A portion of your sponsorship is tax-deductible

### ALLIGATOR SUPREME | \$5,000

Name/Logo On Website / Two (2) Social Media Posts on Festival Social Media. Platform At Festival Discretion / Eight (8) Partner VIP Tickets & Eight (8) GA Tickets / Option to purchase Eight (8) additional VIP tickets at a discounted rate (\$200/ticket) / A portion of your sponsorship is tax-deductible

### FLORIGOLD | \$2,500

Logo On Website / One (1) Social Media Post On Festival Social Media. Platform At Festival Discretion / Four (4) VIP Partner Tickets & Four (4) GA Tickets / Option to purchase Four (4) additional VIP tickets at a discounted rate (\$200/ticket) / A portion of your sponsorship is tax-deductible

### SUNMADE | \$1,000

Name/Logo On Website / Two (2) Partner VIP Tickets & Two (2) GA Tickets / Option to purchase Two (2) additional VIP tickets at a discounted rate (\$200/ticket) / A portion of your sponsorship is tax-deductible

## ABOUT OUR VIP PASS

**Attention: VIP tickets are now completely sold out! However, we are pleased to announce that exclusive access to VIP tickets is now reserved exclusively for our valued sponsors!**

### Enjoy:

- Dedicated entry lanes
- Premium viewing area near the stage
- Dedicated clean air-conditioned restrooms
- Complimentary food and discounted beverages from select vendors
- Luxurious VIP lounge with shade, seating, and charging stations
- VIP parking
- Dedicated VIP concierge team

*Elevate your Orange Blossom Revue experience by securing your VIP ticket today, and immerse yourself in a weekend filled with extraordinary memories and outstanding hospitality!*

Act quickly for full benefits at the Orange Blossom Revue Americana Music Festival

# blossom.

CHARITABLE FOUNDATION, INC.

A 501(c)3 Non-profit Organization

## SELECT SPONSORSHIP LEVEL

- CROWN JEWEL | \$25,000**
- KING OF WALES | \$10,000**
- ALLIGATOR SUPREME | \$5,000**
- FLORIGOLD | \$2,500**
- SUNMADE | \$1,000**

## THANK YOU FOR YOUR SPONSORSHIP!

Please make sure that the check is payable to the **Blossom Charitable Foundation, Inc.**

Use the enclosed return envelope and don't forget to include this post card with the check.

If you need any assistance, please feel free to reach out to **Rusty Ingley** via email at [rusty.ingley@bticpa.com](mailto:rusty.ingley@bticpa.com) or by phone at 863-676-7981.

Business Name

Contact Name

Mail Address

City, State, Zip

Phone

E-Mail

Authorization  
Signature

### Additional Information:

To obtain additional tickets, please visit [www.orangeblossomrevue.com/tickets](http://www.orangeblossomrevue.com/tickets). If applicable, please e-mail a high-resolution logo in jpg format to [rusty.ingley@bticpa.com](mailto:rusty.ingley@bticpa.com).

**All Sponsorship forms are due no later than July 31, 2023.**

Pay online at: [orangeblossomrevue.com/sponsor](http://orangeblossomrevue.com/sponsor)



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TOO ROCK FOR  
COUNTRY  
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ROCK