



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

HISTORY

- Producer, radio broadcaster, and bluegrass musician Joe Mullins established the Southern Ohio Indoor Music Festival in 2003. Joe Mullins & The Radio Ramblers are the host band for the event.
- 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 Paul Williams and Doyle Lawson, to rising stars such as Flatt Lonesome and Feller & Hill.
- All festivals are sponsored by Mullins' network of southwest Ohio radio stations, WBZI, WEDI, and WKFI, collectively referred to as Classic Country Radio. He features mainstream bluegrass music programming 10 hours per week in afternoon drivetime. This programming is also broadcast via the network website, www.myclassiccounrty.com as well as iPhone and Android apps.
- 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.

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, located 12 miles south of Xenia, 5 miles north of Wilmington, at the intersection of US 68 and I-71, 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 draw well from outside Ohio and entertain international guests at every event.
- More than a convention center, The Roberts Centre includes a Holiday Inn Hotel, Max & Erma's Restaurant, RV parking, as well as state-of-the-art facilities for hosting our annual music event.



Performances by Joe Mullins & The Radio Ramblers and Mountain Faith at the March 2016 Southern Ohio Indoor Music Festival. Photos by Candid Pix.

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 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 10 AM-11 PM and Saturday 10 AM-11 PM, providing plenty of exposure for sponsors and vendors to our estimated 1,500-2,000 guests each day.