

Mid Atlantic Guitar Show & Swap Meet
26374 Broadkill Rd.
Milton, DE 19968
302-402-3055
www.franticmusic.org

Dear Business Owner or Manager,

I am writing to you today on behalf of Frantic Music Project, Inc., of Milton, Delaware, a 501(c)(3) charitable organization that offers support for Delaware-based musicians.

We are seeking community partners for our upcoming annual fundraiser – **Frantic Mid Atlantic Guitar Show & Swap Meet**, a unique 3-day event that will take place at the Delaware State Fairgrounds Exhibit Hall, 18500 S Dupont Hwy, Harrington, DE 19952, March 27-29, 2026. This is the largest guitar show in the State of Delaware, and is host to dozens of exhibitors of new, vintage, and used guitars and related equipment. Attendees come from Delaware, and the Metropolitan areas of Philadelphia, D.C., New York, and beyond.

A number of workshops will take place throughout the event including a very special interactive exhibit about music legend, Les Paul. Proceeds from the event benefit Frantic Music Project's mission of supporting the musicians of Delaware.

Who attends a Guitar Show? Guitar enthusiasts and collectors, many will turn it into a weekend trip – bringing different tourists to the area. Attendees will be seeking accommodations, dining, entertainment, and shopping options.

Why become a Community Partner? Your support not only goes to a charitable cause, but it is also an investment in your community. Becoming a partner in the event also puts your brand in front of a new audience - many will be visiting the area for the first time and would love to explore all the area has to offer. Many live, work, and play here - share your story with them!

Community Partners may include company-branded material for the event bags- up to 1,000 pieces. Our exclusive Event Guide will showcase **YOUR** business! The full-color guide is distributed to attendees and an e-version is available on the Mid Atlantic Guitar Show Website. Printed on high-quality gloss stock, it will certainly be kept as a reference guide long after the show's over. All sponsors will be recognized on Event T-Shirt and bag, social media, website, select print ads, and shoutouts at the show. Plus tickets to the show which can be used for employee incentives or customer gifts!

Thank you!

Mary Knight
Co-Founder Frantic Music Project

Frantic Music Project, Inc., a 501(c)(3) charitable organization EIN: 88-0622289

2026 Mid Atlantic Guitar Show Sponsorship opportunities.

Please check one:

☐ **FRONT OF HOUSE – \$2,500**

- Large Logo on T-shirt and Event Bag
- Exclusive Double Full-page Center
- 10 x 3-Day Event Passes

☐ **FOLLOW SPOT – \$1,000**

- Small Logo on T-shirt and Event Bag
- Exclusive Inside Center Section Full-page Ad
- 5 x 3-Day Event Passes

☐ **LIGHT SHOW – \$1,500**

- Medium Logo on T-shirt and Event Bag
- Exclusive Inside Back Cover Full-page Ad
- 8 x 3-Day Event Passes

☐ **GREEN ROOM – \$500**

- Business Name/Logo on T-shirt and Event Bag
- Full-page Ad
- 2 x 3-Day Event Passes

Advertising Opportunities:

☐ **FULL PAGE AD – \$250**

4.5" x 7" full-color ad

☐ **BUSINESS Or INDIVIDUAL LISTING – \$100**

Listing including business name and website or a short message

☐ **HALF PAGE AD – \$150**

4.5" x 3.5" full-color ad

___ PAYMENT ENCLOSED

___ PAY ONLINE: www.midatlanticguitarshow.com

Please fill in this form and either mail along with your check made payable to Frantic Music Project, Inc., or email to contact@franticmusic.org. To ensure inclusion in all the printed materials, please secure your space by **December 5, 2025**.

BUSINESS LISTING NAME: _____

BUSINESS WEBSITE: _____

CONTACT: NAME: _____

CONTACT PHONE: _____

CONTACT EMAIL: _____

Please email camera-ready artwork to: contact@franticmusic.org by January 5, 2026.

Mail to: Frantic Music Project

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About Frantic Music Project:

Founded in 2022 by Al and Mary “Frantic” Knight, co-owners of Frantic Frets Music, the organization began supporting musicians and the music community in 2020. The pandemic hit many industries hard, and musicians were no exception. Venues closed and live music events were cancelled. Most working musicians earn their living through live performances, thus losing their sole income source.

In March of 2020 we learned of a local artist who was diagnosed with Stage-IV cancer and had to cancel all their performances for the foreseeable future. Through the support of 21 musicians and dozens of artists, a 3-day virtual fundraising concert and auction was held, helping to raise tens of thousands of dollars for the artist.

Bringing the community together is extremely important to us, and in 2020, we also began hosting outdoor concerts and open mic programs through our business, Frantic Frets Music & Antiques. We have engaged thousands of people - musicians and those who love live music, through our events. People were so grateful for these socially distanced events to play or listen to live music. Today, they continue to enjoy our grassroots, parking lot house concerts.

To date, through catastrophic illness fundraisers for a number of Delaware musicians, instrument donations, repairs and services for struggling musicians, we have raised and distributed close to \$200,000 since 2020. We have organized dozens of concerts and nearly 200 open mic programs for new, up and coming, or returning musicians who benefit through education, encouragement, and honing their musical skills.

About Mary and Al Knight:

Mary has a background in business and nonprofit management, logistics, event planning, and marketing. She has planned small, intimate events to large town and county festivals with up to 10,000 attendees.

Both Al and Mary are both musicians and deeply involved in the music community in Southern Delaware. They have owned and operated Frantic Frets since 2018 and are excited to be able to bring an event like this to Delaware. Through events, performances, and their business, they have a large network that is very supportive of all their efforts.