

HELENA BUSINESS & PROFESSIONAL ASSOCIATION

PRESENTS

9TH ANNUAL BUCK CREEK FESTIVAL
BUCK CREEK DUCK RACE
HELENA, ALABAMA

FRIDAY, MAY 7TH, 2010

SATURDAY, MAY 8TH, 2010

FRIDAY/SATURDAY - LIVE ENTERTAINMENT ,
ARTS & CRAFTS, FOOD VENDORS

IN ADDITION:

SATURDAY - RUBBER DUCK RACE AND CHILDREN'S ACTIVITIES

2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

THE BUCK CREEK FESTIVAL IS PROUD TO BEGIN ITS NINTH YEAR AS ONE OF THE LEADING FUND RAISING EVENTS IN SHELBY COUNTY AND THE BIRMINGHAM METROPOLITAN AREA.

OUR EVENT TAKES PLACE IN OLD TOWN HELENA, AT THE AMPHITHEATER PARK. FESTIVAL GOERS STROLL THROUGH THE SHADED BOOTHS OF OVER 120 ARTS AND CRAFT VENDORS THAT LINE THE CREEK AND WOODS. PARENTS HAVE THE COMFORT OF KICKING BACK AND LISTENING TO SOME PHENOMENAL MUSIC PERFORMED BY LOCAL ARTISTS WHILE WATCHING THEIR CHILDREN PLAY IN THE ACTIVITY AREA TO THEIR HEARTS CONTENT. FOOD VENDORS PROVIDE A SUMPTUOUS ARRAY OF CULINARY CHOICES TO SATISFY ANY APPETITE. OUR ATTENTION TO THE DETAILS AND FOCUS ON TRADITIONAL AND LOCAL ACTS ENSURE THAT THE EXPERIENCE FOR BOTH OUR GUESTS AND SPONSORS WILL BE VERY POSITIVE.

THE FESTIVAL ATTRACTS BOTH VISITORS AND CRAFTERS/VENDORS FROM ALL OVER THE SOUTHERN REGION. WE HAVE HAD PARTICIPANTS FROM NOT ONLY ALABAMA, BUT ALSO MISSISSIPPI, FLORIDA, GEORGIA AND TENNESSEE. HELENA WAS PLACED IN THE TOP 100 BEST PLACES TO LIVE BY MONEY MAGAZINE IN 2007 AND 2009 WITH GOOD CAUSE AND WE LOOK FORWARD TO THE OPPORTUNITY TO SHOW THE SURROUNDING COMMUNITIES WHY WE MAKE THAT CLAIM. OUR ATTENDANCE IN 2009 WAS THE HIGHEST TO DATE, EXCEEDING 20,000 PEOPLE OVER THE TWO-DAY EVENT!

THIS IS A FAMILY-ORIENTED EVENT THAT STRIVES TO RAISE FUNDS FOR LOCAL CHARITIES. IN THE FIRST EIGHT YEARS OF THE FESTIVAL, EVEN WITH THE ATTENDANCE OF MOTHER NATURE (WHO HAD THE WRONG DRESS CODE MEMO OF RAINCOATS AND UMBRELLAS), WE HAVE RAISED OVER \$121,000.00 FOR THE CHARITIES INVOLVED. THIS SUCCESS COULD NOT BE ACCOMPLISHED WITHOUT THE PARTICIPATION OF OUR SPONSORS, WHO FAITHFULLY STEP UP TO THE PLATE EACH YEAR TO BE INVOLVED IN A UNIQUE EVENT.

THIS YEAR WILL TAKE ON A SPECIAL MEANING. ALABAMA GOVERNOR BOB RILEY HAS DECLARED 2010 THE "YEAR OF ALABAMA SMALL TOWNS AND DOWNTOWNS" HELENA IS EXCITED TO PROCLAIM THE ANNUAL BUCK CREEK FESTIVAL AS OUR HOMECOMING EVENT FOR THIS STATEWIDE CELEBRATION. WE WILL BE INVITING FORMER RESIDENTS BACK TO OUR CITY FOR A SPECIAL WEEKEND OF FESTIVITIES IN CONJUNCTION WITH THE FESTIVAL AND THE HOMECOMING EVENT.

WE INVITE YOU TO JOIN US IN OUR CELEBRATION THIS YEAR TO HAVE SOME FUN, LISTEN TO SOME WONDERFUL MUSIC, EAT TILL YOU ARE STUFFED, WATCH YOUR WINNING DUCK CROSS THE FINISH LINE, AND TAKE PART IN ANOTHER SUCCESSFUL FUND RAISER. THE FOLLOWING PAGES LIST A VARIETY OF SPONSORSHIP LEVELS FOR DIFFERENT BUDGETS. WE CAN ALSO CUSTOMIZE ONE TO SUIT YOUR NEEDS. WE REALIZE IN THESE ECONOMIC TIMES THAT SUCH A PLEDGE MAY BE DIFFICULT TO MAKE, AND APPRECIATE ANY AND ALL CONSIDERATION THAT YOU MAY MAKE TO OUR EVENT. PLEASE REVIEW THIS MATERIAL AND THEN CONTACT A COMMITTEE MEMBER AT YOUR EARLIEST CONVENIENCE. WE LOOK FORWARD TO HEARING FROM YOU.

COMMITTEE MEMBERS:

CRIS NELSON
296-6153

BOB VAN LOAN
972-897-4919

JIM WATHEN
222-1167

BRIAN PETERS
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AMY LIENBA
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BILL GINAS
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JENNIFER RICHARDS
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2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL
HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

BUCK CREEK DUCK RACE

THIS HAS BECOME ONE OF THE PREMIER ATTRACTIONS OF THE BUCK CREEK FESTIVAL. WE HAVE DUCKS FROM ACROSS THE COUNTRY VYING FOR AN OPPORTUNITY TO TRAIN AND COMPETE WITH THE ELITE OF THIS SPORT.

APPROXIMATELY FOUR WEEKS PRIOR TO THE RACE, DUCKS ARE SEARCHING FOR SPONSORS FOR THE RACE. DUCKS CAN BE SPONSORED FOR \$5.00 PER DUCK. A FLOCK CAN BE SPONSORED FOR \$25.00 AND THE SPONSOR WILL RECEIVE A FREE "2010 BUCK CREEK FESTIVAL" T-SHIRT. SAFEHOUSE OF SHELBY COUNTY WILL BE WORKING WITH THE ATHLETES TO ACHIEVE THE SPONSOR FEES SO EACH DUCK CAN ENTER THE RACE. THE MONEY IS USED FOR TRAINING, FEED, LODGING, ETC (UNIFORMS ARE OPTIONAL) FOR THE DUCKS.

MANY OF THESE DUCKS HAVE RACED THIS COURSE BEFORE AND ARE AWARE OF THE PITFALLS OF THE DAM, CURRENT, ROCKS, ETC. TO MAKE IT TO THE FINISH LINE. BE ASSURED THAT THE ATHLETES MUST UPHOLD CERTAIN ETHICAL STANDARDS. ANY DUCKS FOUND CHEATING INCLUDING THE USE OF ENHANCEMENT DRUGS, FLYING, SWIMMING UNDER WATER, OR UNSPORTSMANLIKE CONDUCT WILL BE DISQUALIFIED. WE HAD SOME TROUBLES IN THE PAST WITH SOME CONTESTANTS ENJOYING THE WATER, SUNSHINE AND DISTRACTING THE OTHER CONTESTANTS WHICH EXTENDED THE RACE TIME. THE TROUBLE MAKERS WERE REPRIMANDED AND PENALIZED FOR THEIR BEHAVIOR.

THE RACE BEGINS ABOVE THE DAM OF BUCK CREEK IN OLD TOWN HELENA. IT IS AN ANXIOUS TIME FOR THE CONTESTANTS AND THEIR SPONSORS ALIKE. PARENTS AND CHILDREN OF ALL AGES GATHER ON THE ISLAND BELOW THE DAM AND LINE THE EDGES OF THE CREEK TO CHEER THE DUCKS TO THE FINISH LINE.

FIRST, SECOND, AND THIRD PLACE WINNERS ARE IDENTIFIED. AFTER THE WINNERS ARE ESTABLISHED, THE CHALLENGE WILL BE TO CORRAL THE SLOWER DUCKS. WE HAVE AN EXPERT TEAM OF DUCK WRANGLERS THAT ARE WAITING AT THE FINISH LINE TO ROUND UP THE STRAYS AND MAKE SURE THERE ARE NO ESCAPEES.

ALL PROCEEDS FROM THE **BUCK CREEK DUCK RACE** WILL BENEFIT SAFEHOUSE OF SHELBY COUNTY.



2010 BUCK CREEK FESTIVAL

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CHILDREN'S ACTIVITY AREA

THE FUN STARTS IN THE BACK OF THE PARK ON SATURDAY WITH THE CHILDREN'S ACTIVITY AREA WHICH BENEFITS THE HELENA KIWANIS CLUB. EARLY IN THE MORNING YOU CAN SEE THE INFLATABLE RIDES TAKE SHAPE, AND IF YOU LOOK CLOSELY ENOUGH YOU MAY EVEN SEE SOME COMMITTEE MEMBERS "DOING QUALITY CONTROL" TO VERIFY THAT EACH CHILD WILL HAVE FUN ON THE PARTICULAR RIDE (SOMETIMES THEY ARE TESTED TWICE).

THE KIWANIS CLUB WILL SELL ARMBANDS FOR \$5.00 EACH AT THE PARK ENTRANCE AND IN THE CHILDREN'S ACTIVITY AREA. THIS WILL ALLOW THE CHILDREN TO PLAY ALL DAY IN THE AREA. THIS CHARITY WORKS HARD FOR THE CHILDREN IN THE COMMUNITY AND HAS BUILT A PREMIER PLAYGROUND IN JOE TUCKER PARK WHERE "ALL KIDS", REGARDLESS OF A HANDICAP, CAN ENJOY BEING A CHILD.



2010 BUCK CREEK FESTIVAL

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HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

MEDIA SPONSOR

\$10,000.00

(MINIMUM CONTRIBUTION)

BENEFITS OF SPONSORSHIP

- MEDIA SPONSORS HAVE EXCLUSIVITY FOR THEIR TRADE FOR EVENT SPONSORSHIP.
- THE FESTIVAL LOGO AND MEDIA SPONSOR DESIGNATION MAY BE USED IN SPONSOR'S 2010 MARKETING AND PUBLIC RELATIONS PROGRAMS.
- MEDIA SPONSOR'S LOGO WITH HYPERLINK FEATURED IN A PREMIER POSITION ON THE BUCK CREEK FESTIVAL WEBSITE.
- SPONSORSHIP ANNOUNCED IN ALL PRESS RELEASES SENT TO NEWS AND ENTERTAINMENT MEDIA.
- MEDIA SPONSOR'S NAME INCORPORATED INTO ALL NEW MEDIA COVERAGE AND ADVERTISING.
- MEDIA SPONSOR FEATURED IN THE HELENA NEWSLETTER.
- MEDIA SPONSOR'S NAME INCLUDED IN SPECIAL BUCK CREEK FESTIVAL EDITION INSERT OF THE BIRMINGHAM NEWS.
- MEDIA SPONSOR'S LOGO INCLUDED ON ALL PRINTED 2010 BUCK CREEK FESTIVAL MATERIALS.
- MEDIA SPONSOR'S LOGO INCLUDED ON PRINTED 2010 BUCK CREEK FESTIVAL T-SHIRTS.
- TWENTY (25) VIP PASSES FOR ADMISSION TO THE VIP HOSPITALITY TENT.
- MEDIA SPONSOR RECEIVES (20) 2010 BUCK CREEK FESTIVAL T-SHIRTS
- MEDIA SPONSOR'S BANNER (S) PLACED IN KEY AREAS OF THE PARK.
- MEDIA SPONSOR WILL HAVE A PROMINENT EXHIBIT BOOTH SPACE ON-SITE.
- MEDIA SPONSOR ANNOUNCED AT THE ENTERTAINMENT PAVILION ACKNOWLEDGING PARTICIPATION BEFORE EACH ACT.

FOR MORE INFORMATION E-MAIL: BCFESTIVAL@BELLSOUTH.NET OR CONTACT A COMMITTEE MEMBER.

2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL
HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

PRESENTING SPONSOR

\$5,000.00

(MINIMUM CONTRIBUTION)

BENEFITS OF SPONSORSHIP

- THE FESTIVAL LOGO AND PRESENTING SPONSOR DESIGNATION MAY BE USED IN SPONSOR'S 2010 MARKETING AND PUBLIC RELATIONS PROGRAMS.
- PRESENTING SPONSOR'S LOGO WITH HYPERLINK FEATURED IN A PREMIER POSITION ON THE BUCK CREEK FESTIVAL WEBSITE.
- SPONSORSHIP ANNOUNCED IN ALL PRESS RELEASES SENT TO NEWS AND ENTERTAINMENT MEDIA.
- PRESENTING SPONSOR'S NAME INCORPORATED INTO ALL NEW MEDIA COVERAGE AND ADVERTISING.
- PRESENTING SPONSOR FEATURED IN THE HELENA NEWSLETTER.
- PRESENTING SPONSOR'S NAME INCLUDED IN SPECIAL BUCK CREEK FESTIVAL EDITION INSERT OF THE BIRMINGHAM NEWS.
- PRESENTING SPONSOR'S LOGO INCLUDED ON ALL PRINTED 2010 BUCK CREEK FESTIVAL MATERIALS.
- PRESENTING SPONSOR'S LOGO INCLUDED ON PRINTED 2010 BUCK CREEK FESTIVAL T-SHIRTS.
- TWENTY (20) VIP PASSES FOR ADMISSION TO THE VIP HOSPITALITY TENT.
- PRESENTING SPONSOR RECEIVES (15) 2010 BUCK CREEK FESTIVAL T-SHIRTS
- PRESENTING SPONSOR'S BANNER (S) PLACED IN KEY AREAS OF THE PARK.
- PRESENTING SPONSOR WILL HAVE A PROMINENT EXHIBIT BOOTH SPACE ON-SITE.
- PRESENTING SPONSORS ANNOUNCED AT THE ENTERTAINMENT PAVILION ACKNOWLEDGING COMPANY SPONSORSHIP BEFORE EACH ACT.

FOR MORE INFORMATION E-MAIL: BCFESTIVAL@BELLSOUTH.NET OR CONTACT A COMMITTEE MEMBER.

2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL
HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

OFFICIAL SPONSOR

\$1,000.00

(MINIMUM CONTRIBUTION)

BENEFITS OF SPONSORSHIP

- THE FESTIVAL LOGO AND OFFICIAL SPONSOR DESIGNATION MAY BE USED IN SPONSOR'S 2010 MARKETING AND PUBLIC RELATIONS PROGRAMS.
- OFFICIAL SPONSOR'S NAME INCORPORATED INTO ALL NEW MEDIA COVERAGE AND ADVERTISING.
- OFFICIAL SPONSOR FEATURED IN THE HELENA NEWSLETTER.
- TWELVE (12) VIP PASSES FOR ADMISSION TO THE VIP HOSPITALITY TENT.
- OFFICIAL SPONSOR'S NAME INCLUDED IN SPECIAL BUCK CREEK FESTIVAL EDITION INSERT OF THE BIRMINGHAM NEWS.
- OFFICIAL SPONSOR'S LOGO INCLUDED ON ALL PRINTED 2010 BUCK CREEK FESTIVAL MATERIALS.
- OFFICIAL SPONSOR'S LOGO INCLUDED ON PRINTED 2010 BUCK CREEK FESTIVAL T-SHIRTS.
- OFFICIAL SPONSOR'S NAME LISTED THROUGHOUT THE 2010 BUCK CREEK FESTIVAL WEB PAGE ON THE CITY WEBSITE.
- OFFICIAL SPONSOR WILL HAVE A PROMINENT EXHIBIT BOOTH SPACE ON-SITE.
- OFFICIAL SPONSOR RECEIVES (10) 2010 BUCK CREEK FESTIVAL T-SHIRTS
- OFFICIAL SPONSOR ANNOUNCED AT THE ENTERTAINMENT PAVILION ACKNOWLEDGING COMPANY SPONSORSHIP BEFORE EACH ACT.

FOR MORE INFORMATION E-MAIL: BCFESTIVAL@BELLSOUTH.NET OR CONTACT A COMMITTEE MEMBER

2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL
HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

ACTIVITY SPONSOR

***500.00**

(MINIMUM CONTRIBUTION)

BENEFITS OF SPONSORSHIP

- THE FESTIVAL LOGO MAY BE USED IN SPONSOR'S 2010 MARKETING AND PUBLIC RELATIONS PROGRAMS.
- ACTIVITY SPONSOR LISTED IN THE HELENA NEWSLETTER.
- SIX (6) VIP PASSES FOR ADMISSION TO THE VIP HOSPITALITY TENT.
- ACTIVITY SPONSOR'S NAME SHOWCASED IN THE 2010 BUCK CREEK FESTIVAL NEWSLETTER DISTRIBUTED TO RESIDENTS AS THEY ENTER THE PARK.
- ACTIVITY SPONSOR'S NAME LISTED ON THE SPONSOR PAGE OF THE 2010 BUCK CREEK FESTIVAL WEBSITE.
- ACTIVITY SPONSOR RECEIVES EXHIBIT BOOTH SPACE ON-SITE
- ACTIVITY SPONSOR RECEIVES (4) 2010 BUCK CREEK FESTIVAL T-SHIRTS
- ACTIVITY SPONSOR'S NAME LISTED AT THE ACTIVITY SECTION OF THE PARK.

FOR MORE INFORMATION E-MAIL: BCFESTIVAL@BELLSOUTH.NET OR CONTACT A COMMITTEE MEMBER.

2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL
HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

CONTRIBUTING SPONSOR

***250.00**

(MINIMUM CONTRIBUTION)

BENEFITS OF SPONSORSHIP

- CONTRIBUTING SPONSOR LISTED IN THE HELENA NEWSLETTER.
- CONTRIBUTING SPONSOR'S NAME LISTED ON THE SPONSOR PAGE OF THE 2010 BUCK CREEK FESTIVAL WEBSITE.
- CONTRIBUTING SPONSOR RECEIVES (2) 2010 BUCK CREEK FESTIVAL T-SHIRTS

FOR MORE INFORMATION E-MAIL: BCFESTIVAL@BELLSOUTH.NET OR CONTACT A COMMITTEE MEMBER

2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL
HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

YES, I WOULD LIKE TO PARTICIPATE AS A SPONSOR OF THE
2010 BUCK CREEK FESTIVAL

DEADLINE MARCH 1, 2010

MEDIA SPONSOR	-	\$10,000+	<input type="checkbox"/>
PRESENTING SPONSOR	-	\$ 5,000+	<input type="checkbox"/>
OFFICIAL SPONSOR	-	\$ 1,000+	<input type="checkbox"/>
ACTIVITY SPONSOR	-	\$ 500+	<input type="checkbox"/>
CONTRIBUTING SPONSOR	-	\$ 250+	<input type="checkbox"/>
PLEASE CONTACT ME ASAP ABOUT A CUSTOMIZED SPONSORSHIP LEVEL			<input type="checkbox"/>

SPONSOR NAME : _____
CONTACT PERSON: _____
ADDRESS: _____
PHONE: _____
FAX: _____
E-MAIL: _____
SIGNATURE: _____

BILL ME

CHECK ENCLOSED

SPONSOR'S LOGO NEEDS TO BE SUBMITTED AS SOON AS COMMITMENT IS MADE TO BE INCLUDED IN ALL BUCK CREEK FESTIVAL PROMOTIONAL MATERIALS.

NOTE: IF OFFERING IN-KIND SPONSORSHIP, PLEASE BRIEFLY DESCRIBE BELOW (ADDITIONAL PAGES MAY BE USED)

POST OFFICE BOX 23
HELENA, AL 35080

2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL
HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

WHO ARE WE????

HELENA BUCK CREEK FESTIVAL

LOCATED: HELENA AMPHITHEATER PARK

HOSTED BY: THE HELENA BUSINESS & PROFESSIONAL ASSOCIATION, INC. (HBPA)

TAX STATUS: THE HBPA IS A 501 (C) 6 NOT FOR PROFIT CORPORATION. THIS MEANS WE ARE NOT A CHARITABLE ORGANIZATION AND ANY SPONSORSHIP FUNDS ARE DEDUCTIBLE AS "ADVERTISING" AND NOT A CONTRIBUTION.

DEMOGRAPHICS: THE BUCK CREEK FESTIVAL ATTRACTS ALL AGES TO THE EVENT. WE HAVE MUSIC AND ACTIVITIES FOR THE YOUNG TO THE YOUNGEST AT HEART ALL DAY LONG.

COST: **FREE!**

WEBSITE: WWW.BUCKCREEKFESTIVAL.COM

OUR GOALS: SHOWCASE THE AREAS TALENTED ARTISTS TO A NEW FAN BASE.
PROVIDE A DAY FUN FOR THE WHOLE FAMILY.
PROMOTE THE CITY OF HELENA AND ITS SURROUNDING NATURAL RESOURCES AND BUSINESSES TO OUR GUESTS AT THE EVENT.
RAISE AWARENESS AND FUNDS FOR THE FESTIVAL CHARITIES.

2010 BUCK CREEK FESTIVAL

9TH ANNUAL BUCK CREEK FESTIVAL
HELENA, ALABAMA

FRIDAY, MAY 7TH, SATURDAY, MAY 8TH, 2010

WE ARE INCLUDING IN OUR PACKAGE SOME STATISTICS FOR OUR WEBSITE. THE 2008 BUCK CREEK FESTIVAL WAS THE FIRST YEAR FOR OUR FULL BLOWN WEB PAGE. THE COMMITTEE KNEW WHAT WE WANTED TO GET FROM THE SITE, BUT WE WERE SURPRISED AT THE RESPONSE. CURRENTLY, WE HAVE HAD OVER 14,000 VISITS, 10,100 WERE 1ST TIME VIEWERS. WE WANTED THE WEBSITE TO BE ONE WHERE YOU WOULD CHECK BACK AND SEE THE UPDATES, THE SCHEDULES, LISTEN TO THE BANDS, CHECK OUT OUR SPONSORS, ETC. THE AVERAGE TIME ON THE SITE WAS 2:45 MINUTES.

THE TOP STATES FOR CONTACT REFERRALS WERE ALABAMA (OBYIOUSLY), GEORGIA, NEW YORK, FLORIDA, TENNESSEE, CALIFORNIA, TEXAS, ILLINOIS AND OHIO. THE ONLY 2 STATES THAT DID NOT ORIGINATE WEB TRAFFIC WERE MAINE AND SOUTH DAKOTA. WE ARE PLEASANTLY SURPRISED BY THESE RESULTS.

THE WEB ADDRESS IS LISTED ON EVERY ADVERTISEMENT FOR THE EVENT AND WE ARE HOPEFUL THAT OUR SPONSORS WILL FIND THAT THIS SITE IS ALSO PROMOTING THEIR WEBSITE. ALL SPONSORS ARE POSTED ON THE SITE AS SOON AS THEY COMMIT TO THE EVENT SO THAT THEY CAN MAXIMIZE ALL PROMOTIONAL OPPORTUNITIES ASSOCIATED WITH SPONSORING THE 2010 BUCK CREEK FESTIVAL.