



STEVE LUCKY &
THE RHUMBA BUMS



ROWLAND
& TUMBLIN'

FORT BRAGG BLUES FESTIVAL



REDS BLUES



MATT AXTON



TIA CARROLL



AKI KUMAR



ROY ROGERS & THE DELTA RHYTHM KINGS



BLACK HORSE BLUES BAND



MIKE HAMMAR & THE NAILS

Fort Bragg Blues Festival May 1-3, 2026

Downtown Fort Bragg, California

Celebrating Community Through Music



The Fort Bragg Blues Festival showcases the unique charm of our coastal city while attracting visitors and boosting our local economy during the shoulder season. This signature event draws music lovers from across the region, fostering community spirit and supporting local businesses year-round.

"We're focused on developing more events that support local businesses and drive tourism during the off-peak seasons." —
Isaac Whippy, City Manager

 NOW ON SALE

Ticket Options for Every Blues Lover

All-Access Passes

Experience everything!
Access to 10 paid performances plus the free community concert. Limited to 50 passes due to intimate venue sizes. Some shows are exclusively for pass holders.

2-Day Weekend Pass

Enjoy both Saturday and Sunday at the outdoor festival grounds with 6 dynamic performances, plus the free community concert.

Single Day Pass

Choose Saturday or Sunday for 3 energetic performances at the festival grounds, plus access to the free community concert.

Headliner-Only Pass

See our featured acts Roy Rogers & The Delta Rhythm Kings and Aki Kumar, the self-proclaimed "Bollywood of Blues!"

Get your tickets at fortbraggblues.com • Last year's festival was a complete sell-out!

February is Local's Discount Month

Since this event was a SELL-OUT last year, **the City of Fort Bragg** wanted to give LOCALS a chance to grab your tickets early and at a significant discount. The discount is **18% on all tickets** except All-Access Passes (only 60 of those left after the holiday sale!)

Locals Discount Code: FBLOCAL (all caps) Please enter the promo code at checkout.

Local's is defined as Mendocino Coastal Communities.



Roaring 20's Kick-Off Event

April 30th

Start your festival weekend with a wild ride on the world-famous Skunk Train to Glen Blair Bar, nestled in a magical redwood grove. Dance the night away to the nostalgic sounds of Stella & The Starlights performing music from the 1920s, 30s, and 40s. Period dress recommended but not required for this unforgettable evening of vintage vibes and rip-roaring fun!

SuperStar Lineup 2026



Roy Rogers & The Delta Rhythm Kings

Legendary slide guitarist and headliner



Tia Carroll

Powerhouse Blues, Soul and R&B



Aki Kumar

The "Bollywood of Blues" brings fusion magic



GeminiiDragon

Powerful vocals and electrifying stage presence



Rowland & Tumblin'

High-energy blues with authentic soul



Mike Hammar and The Nails

Raw, authentic blues tradition



Steve Lucky & the Rhumba Bums

Featuring Miss Carmen Getit with swing and sass



Matt Axton Band

Guitar-Driven Roots -Rock & Americana



Red's Blues Band

Sacramento Blues Hall of Fame



Black Horse Blues Band

Native American Blues

Plus: a free community concert with local favorites **The Mighty T-Bones!**

Beyond the Main Stage



Big Mo!

**WHISKEY & BLUES
SEAFOOD DINNER**

**FORT BRAGG
BLUES
FESTIVAL**

**HARBOR VIEW BISTRO &
BAR**
AT NOYO HARBOR INN

**FEB 5TH, 2026
6:30-9:30PM**

**TAMAR DISTILLERY
MENDOCINO
SPIRITS**

**FEATURING:
BIG MO, VOLKER STRIFLER
& CHRIS NICHOLS**

**Mendocino Spirits/
Tamar Distillery**

FORT BRAGG BLUES FESTIVAL

Volker Strifler

Whiskey & Blues Seafood Dinner

February 5th

An unforgettable night on the harbor. In collaboration with *Noyo Harbor Inn/HarborView Bistro*, *Mendocino Spirits/Tamar Distillery* and the *Fort Bragg Blues Festival*, we're bringing together the best of coastal dining, live music, and local craft whiskeys.

Enjoy a welcome reception, a 3-course seasonal meal, paired whisky tastings, and soul-stirring music featuring **Big Mo**, **Volker Strifler** & **Chris Nichols** on drums.



Festival Venues & Locations

Friday, May 1st

Town Hall & Tall Guy Brewery • Intimate performances exclusively for All-Access Pass Holders (max capacity 150)

1

2

Saturday, May 2nd

Bainbridge Park • Free Community Concert — likely the first event at the newly renovated park!

Main Stage/Festival Tent Grounds • Multiple performances (capacity 400-500)

Town Hall • Late night show to keep the music going

Sunday, May 3rd

Main Stage/Festival Tent Grounds • Festival finale performances (capacity 400-500)

3

2025 Festival Success by the Numbers

70%

Visitors from Outside Fort
Bragg

Drawing music fans from across
California and beyond

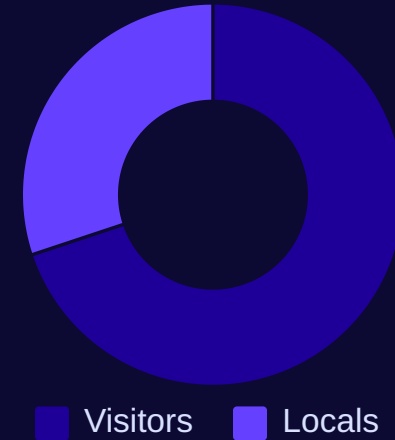
52.6%

Hotel Stays

Supporting local hospitality businesses
50% stayed 2-3 nights

\$69K

Total Revenue



2026 Proposed Budget

\$138K

Total Revenue

\$55K

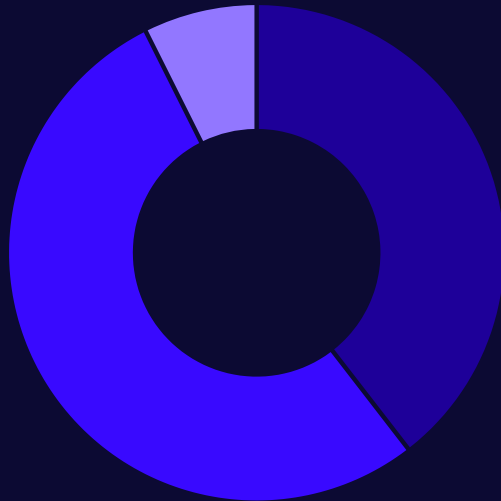
Sponsorships

\$74K

Ticket Sales

\$10K

Other Revenue



■ Sponsorships ■ Ticket Sales ■ Other Revenue

Other Revenue includes advertising revenue from our Blues Festival Program Booklet, vendor fees, and merchandise sales.

The donut chart illustrates the breakdown of the proposed revenue by source for 2026. Ticket sales are projected to be the largest contributor at \$74,000, followed by sponsorships at \$55,000, and other revenue sources making up \$10,000.

2026 Ticket Sales Momentum

\$31K

Ticket Sales to Date

60%

All-Access Passes Sold

+ already sold

Strong early sales driven by successful Holiday Campaign

Where Our 2026 Attendees Are Coming From

Northern California Bay Area

- San Francisco (94109)
- Lafayette (94549)
- Albany (94706)

North Coast

- Fort Bragg (95437)
- Mendocino (95460)
- Cazadero (95417)
- Forestville (95436)
- Philo (95466)

Inland Northern California

- Santa Rosa (95405)
- Ukiah (95482)
- Willits (95490)
- Redwood Valley (95470)
- Twain Harte (95383)

Sacramento Region

- Sacramento (95823, 95826)
- Fair Oaks (95628)
- Rescue (95672)
- Vacaville (95688)

Northern California

- Chico (95926)
- Grass Valley (95949)
- Magalia (95954)
- Corning (96021)

Out of State

- Maplewood, New Jersey
- Alvord, Texas
- Hailey, Idaho

Sponsorship Opportunities

Platinum Sponsor

\$10,000+

- Logo on all marketing materials
- Premium booth space
- VIP passes (10)
- Stage recognition
- Social media features

Gold Sponsor

\$5,000-\$9,999

- Logo on select marketing materials
- Booth space
- VIP passes (6)
- Stage recognition
- Social media mentions

Silver Sponsor

\$2,500-\$4,999

- Logo on website and program
- Booth space
- VIP passes (4)
- Stage recognition

Bronze Sponsor

\$1000-\$2499

- Logo on website and program
- VIP passes (2)
- Recognition in materials

Community Supporter

Under \$1,000

- Logo on website
- Recognition in program

Contact us at sponsors@fortbraggblues.com to discuss partnership opportunities





Spreading the Blues

Multi-Channel Marketing Strategy

We employ a diverse strategy to reach our audience, combining traditional and digital approaches:

- Targeted Radio & Local Media Coverage
- Social Media & Google Ad Campaigns
- Local Print & Community Outreach
- Leveraging Word-of-Mouth Buzz



Let Down Your Hair & Feel the Blues

Get away from your devices, embody your being, and immerse yourself in three days of unforgettable music, community, and pure joy our *cool* coastal town of Fort Bragg, CA. Your presence helps to shine a bright light in our corner of the world! Last year's festival sold out completely — don't miss your chance to be part of this year's celebration!

[Get Your Tickets Now](#)

[Learn More](#)

Fort Bragg Blues Festival • May 1-3, 2025

Visit fortbraggblues.com for complete schedule and details