

Music on the Beach

Fridays, 6:00-8:30pm, Kings Beach State Recreation Area

9-week free concert series June 29 – August 31, 2018 (excluding August 10)

Estimated Attendance: 670/concert | 6,000/series - *estimate 56% resident, 44% visitors*



Series Sponsorship: \$1,600 in cash or \$3,200 in in-kind product or services

1. Your prominent color logo on:
 - a. 3' x 10' banner at the Coon Street roundabout; displayed mid June – late August
 - b. 3' x 10' banner that is displayed at the venue behind the stage from approximately 3-9pm each concert (9)
 - c. Posters (150 distributed throughout North Lake Tahoe and Truckee starting early June)
 - d. Rack Cards (2,000 printed and distributed at local retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
 - e. Print advertisements ran in publications distributed regionally
 - f. Dedicated NTBA event webpage; live year-round and promoted on homepage from early June through early August
 - g. NTBA's online event calendar listings (9)
 - h. Music on the Beach Facebook event cover page June - late August
2. Your business name listed:
 - a. On two vertical banners displayed at each concert (9) on each side of the stage
 - b. As a series sponsor in NTBA e-Newsletter article(s) about event
 - c. As a series sponsor in NTBA press release(s) about event
3. At-Concert Benefits:
 - a. Announced as a series sponsor twice (2) by emcee at each concert (9)
 - b. Opportunity to set up a booth (up to 10'x10') in sand near stage at up to 2 concerts upon approval
 - c. Opportunity to have representative informally interact with event attendees
 - d. Opportunity to have representative distribute promotional materials and/or giveaways to attendees at each concert (9 concerts); must be pre-approved

Concert Sponsorship: \$650 each or \$900 to co-sponsor (\$450/each)

1. Your color logo on:
 - a. The bottom of 3' x 10' banner at the at the Coon Street roundabout; displayed (mid June – late August)
 - b. Bottom of posters (150 distributed throughout North Lake Tahoe a Truckee starting early June)
 - c. Rack Cards (2,000 distributed at local retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
 - d. Print advertisements ran in publications distributed regionally
 - e. Dedicated NTBA event webpage; live year-round
 - i. <http://www.northtahoebusiness.org/music-on-the-beach/>
 - f. NTBA's online event calendar listings (9)
2. Your business name listed:
 - a. On two vertical banners displayed at each concert (9) on each side of the stage
 - b. As concert sponsor in NTBA e-Newsletter article(s) about event

- c. As sponsor in NTBA press release(s) about event
- 3. At-Concert Benefits:
 - a. Business name thanked by emcee at least two (2) times over PA system at the concert
 - b. Opportunity to set up a booth (up to 10'x10') in sand, distribute promo item(s) or make announcement at concert at one (1) concert date

Fan of Music on the Beach \$275

- 1. Color logo on dedicated NTBA event webpage; live year-round
 - a. <http://www.northtahoebusiness.org/music-on-the-beach/>
- 2. Color logo on NTBA's online event calendar listings (9)
- 3. Business name listed on two vertical banners displayed at each concert (9) on each side of stage
- 4. Business name listed in NTBA press release(s) about the event