

Music on the Beach

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

8-week free concert series July 9 – September 3, 2021 (excluding August 6)

Estimated Attendance: 900/concert | 8,100/series - estimate 56% resident, 44% visitors



Sponsorship Opportunities

Series Sponsorship: \$1,000 in cash or \$2,000 in in-kind product or services

1. Your prominent color logo on:
 - a. 3' x 10' event banner displayed at the Raccoon Street roundabout mid June – early September
 - b. 3' x 10' event banner 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 (3,000 distributed at retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
 - e. Print advertisements in various regional publications
 - f. Dedicated NTBA event webpage (live year-round and promoted from homepage from early June through early September); logo linked to sponsor's URL
 - g. NTBA's online event calendar listings (5)
 - h. Music on the Beach Facebook event cover page June - early September
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 on NTBA's Music on the Beach and event pages
 - c. As a series sponsor in NTBA press release(s) about event
 - d. Multiple dedicated sponsor posts and marketing on our new Music on the Beach Instagram page
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; must be pre-approved
 - 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

see page 2 for more options

Music on the Beach, continued

Concert Sponsorship: \$500 each or \$800 to co-sponsor (\$400/each)

1. Your color logo on:
 - a. Bottom of 3' x 10' event banner displayed at the at the Coon Street roundabout mid June – early September
 - b. Bottom of posters (150 distributed throughout North Lake Tahoe a Truckee starting early June)
 - c. Rack Cards (3,000 distributed at retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
 - d. Print advertisements in various regional publications
 - e. Dedicated NTBA event webpage (live year-round and promoted from homepage from early June through early September); logo linked to sponsor's URL
 - f. NTBA's online event calendar listings (9)
2. Your business name listed:
 - a. On 2 vertical banners displayed at each concert (9) on each side of the stage
 - b. As concert sponsor on NTBA's Facebook event page
 - c. As sponsor in NTBA press release(s) about event
 - d. One dedicated sponsor post on our new Music on the Beach Instagram page
3. At-Concert Benefits:
 - a. Announced as concert sponsor/co-sponsor twice (2) by emcee at each concert (9)
 - 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; must be pre-approved

Fan of Music on the Beach \$300

1. Dedicated NTBA event webpage (live year-round and promoted from homepage from early June through early September); logo linked to sponsor's URL
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