

# Music on the Beach

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

11-week free concert series June 16 – September 1, 2023 (excluding August 11)

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



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## Sponsorship Opportunities

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

1. Your prominent color logo on:
  - a. 4' x 10' event banner displayed at the Raccoon St. roundabout mid June – early September
  - b. 3' x 10' event banner displayed at the venue behind the stage from approximately 3-9pm each concert (11)
  - c. Posters (150 distributed throughout North Lake Tahoe and Truckee starting early June)
  - d. Handbills (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
2. Your business name listed:
  - a. On two vertical banners displayed at each concert (11) on each side of the stage
  - b. As a series sponsor on NTBA's online event calendar listings
  - c. As a series sponsor on NTBA's Facebook event pages
  - d. As a series sponsor in NTBA press release(s) about event
  - e. One dedicated sponsor post and marketing on our Music on the Beach Instagram and Facebook pages
3. At-Concert Benefits:
  - a. Announced as a series sponsor twice (2) by emcee at each concert (11)
  - 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 (11 concerts); must be pre-approved

*see page 2 for more options*

# Music on the Beach, continued

## **Concert Sponsorship: \$700 each or \$1,000 to co-sponsor (\$500/each)**

1. Your color logo on:
  - a. Bottom of 4' x 10' event banner displayed at the Raccoon St. roundabout mid June – early September
  - b. Dedicated NTBA event webpage (live year-round and promoted from homepage from early June through early September); logo linked to sponsor's URL
2. Your business name listed:
  - a. On 2 vertical banners displayed at each concert (11) 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. On posters (150 distributed throughout North Lake Tahoe a Truckee starting early June)
  - e. Handbills (3,000 distributed at retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
3. At-Concert Benefits:
  - a. Announced as concert sponsor/co-sponsor twice (2) by emcee
  - 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