

Music on the Beach

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

11-week free concert series June 14 – August 30, 2024 (excluding August 9)

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



Sponsorship Opportunities

Series Sponsorship: \$1,800 in cash or \$3,200 in in-kind product or services (includes September 1 Lights in the Sky drone show)

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