

SUMMER CONCERT SERIES

2024 SPONSORSHIP PACKAGES

WEDNESDAYS

JUNE 19 – AUGUST 28

BASALT RIVER PARK

Create the connection between
**CONCERTS +
COMMUNITY**
with your 2024 sponsorship



Why become a 2024 sponsor?

With your sponsorship you foster name recognition with your generous support of local non-profit organizations, our community, and concerts. The result is high exposure and positive marketing for your business.

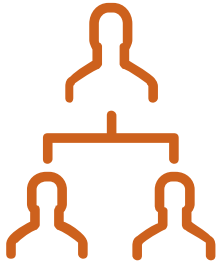
OVERVIEW

- 10 free concerts in 2024
- June 19 – August 28
- Audience comes from the Roaring Fork Valley and beyond
- Concerts are advertised a month ahead of first show and weekly during the series
- Concerts are a true celebration of community
- Sponsorship supports nonprofits
- Attendance expected to be larger than inaugural year
- 2,700+ Facebook followers on Town of Basalt page



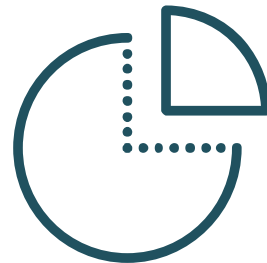
2023 Concert Series Rewind

2023 marked the first year that the Wednesday night concert series took place in the new Basalt River Park, with two opening concerts in Triangle Park followed by eight concerts at the River Park.



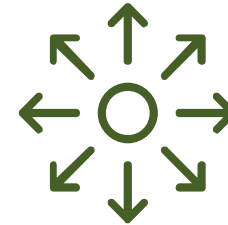
Estimated Attendance

It is estimated that approximately 500 - 1000 people attended each concert. We anticipate even higher turn out for 2024!



Non-Profit Support

Sponsors partnered with Basalt serving nonprofit organizations to benefit from concession sales, raising up to \$7K+ per concert. In addition, nonprofits can cross promote your support.



Ads and Promotion

- Poster service throughout the valley
- Media ads in The Aspen Times, Aspen Daily News, The Sopris Sun, Post Independent
- Radio promotion on KDNK, KNFO, La TriColor
- Town of Basalt & Basalt Chamber of Commerce social media & newsletter & website promotion

Headliner SPONSOR \$5,500

This is the premiere, first-tier level sponsorship opportunity. One per concert.

Premiere Visibility

Partner with a Basalt serving Nonprofit Organization

1. Select a nonprofit organization to benefit from drink sales
2. Work with nonprofit to designate required 10 volunteers to staff all activities around drink sales (tickets, bartending, set-up/breakdown)

Logo featured on:

1. Stage side banners (you provide banner)
2. All print and social media advertisement for each show sponsored
3. Park entrance banner (you provide banner)
4. Concert poster

Additional Marketing:

1. Listed as Headliner Sponsor with your website link on concert website
2. Exclusive social media post thanking Headliner Sponsor
3. Stage mention of sponsorship at concert
4. VIP meet and greet with headliner band
5. Option to use your branded tent for concessions sales and business promotion at ticket sales table
6. 10 concert posters

Local Artist SPONSOR \$2,500

This is the premiere, second- tier
level sponsorship opportunity.
One per concert.

High Visibility

Partner with a Basalt serving Nonprofit Organization

1. Select a nonprofit organization to benefit from snack sales
2. Work with nonprofit to staff and provide nonalcoholic drinks and snacks for concert (set-up/breakdown, sales)

Logo featured on:

1. Stage side banners (you provide banner)
2. Park entrance banner (you provide banner)
3. Concert poster
4. Print and social media advertising for the selected concert date

Additional Marketing

1. Listed as **Local Artist Sponsor** with your website link on concert website
2. Exclusive social media post thanking **Local Artist Sponsor**
3. Stage mention of sponsorship at concert
4. Option to use your branded tent for snack sales and business promotion
5. 5 concert posters

Climate Action SPONSOR \$2,000

This is a service specific sponsorship opportunity. This is a series sponsorship.

The **Climate Action Sponsor** supports recycling & composting needs to host the concert. This is a one-time sponsorship for the entire series.

Logo featured on:

1. Recycling and compost bins (you provide banner/wrap)
2. Print and social media advertising for the selected concert date

Marketing

1. Listed as **Climate Action Sponsor** with your website link on concert website
2. Exclusive social media post thanking **Climate Action Sponsor**
3. Stage mention of sponsorship at concerts
4. 5 concert posters

Stage SPONSOR \$1,500

This is the third-tier level sponsorship opportunity.

The **Stage Sponsor**

supports the sound and lighting technicians, backline equipment, and similar items to create an amazing concert experience.

Logo featured on:

1. Park entrance banner (you provide banner)
2. Print and social media advertising for the selected concert date

Marketing

1. Banner placement for your selected date(s) on the concert fence (you provide banner)
2. Listed as **Stage Sponsor** with your website link on concert website
3. Exclusive social media post thanking **Stage Sponsor**
4. Stage mention of sponsorship at concert
5. 5 concert posters

Green Room SPONSOR \$1,000

This is a focused sponsorship opportunity. One per concert.

The **Green Room Sponsor** supports the back-of-house needs to host the concert.

Logo featured on:

1. Park entrance banner (you provide the banner)
2. Print and social media advertising for the selected concert date

Marketing

1. Listed as **Green Room Sponsor** with your website link on concert website
2. Social media post thanking **Green Room Sponsor**
3. Stage mention of sponsorship at concert
4. 5 concert posters



TARGETED SPONSOR

In Kind or Financial contribution

This is a specific and targeted
donation of services or funds

The **Targeted Sponsor**
supports a need for the bands such as meals,
lodging, or transportation

Please reach out to us if you have a business that can provide in discounted, or funds toward band needs such as:

1. Meals
2. Transportation
3. Lodging
4. Other

Logo featured on:

1. Print and social media advertising for the selected concert date

Marketing

1. Listed as **Target Sponsor (with exact role)** with your website link to concert website
2. Social media post thanking **Target Sponsor**
3. Stage mention of sponsorship at concert

Nonprofit BENEFITS

This is an opportunity for a nonprofit to benefit from concession and beverage sales at a concert

The **Nonprofit** benefits from supporting the sales of beverages and concessions

Nonprofits may apply individually or in partnership with a funding sponsor.

Snack Tent

- Snack and non-alcoholic vending is appealing to kid-friendly organizations
- Nonprofit provides the snacks and beverages for sale
- Provide 2-4 volunteers

Beverage Tent

- Nonprofits must apply for a liquor license
- Town provides the beverages
- Provide at least one Training for Intervention Procedures (TIPS) certified volunteer out of a total of 10 volunteer servers in coordination with the sponsor if you have one.

Logo featured on:

1. Print and social media advertising for the selected concert date

	Headliner	Local Artist	Climate Action	Stage	Green Room	Targeted
Select nonprofit to benefit from beverage sales	X					
Select nonprofit to benefit from snack sales		X				
Stage side banners	X	X				
Logo on concert poster	X	X				
VIP meet and greet with band	X					
Logo on recycling and compost containers			X			
Option to use branded tent for concession sales and business promotion	X	X				
Hang your banner on fence for specific show				X		
Logo in print advertisement for show sponsored	X	X	X	X	X	X
Hang your banner at park entrance	X	X		X	X	
Listed and linked as sponsor on concert webpage	X	X	X	X	X	X
Exclusive social media post thank you	X	X	X	X	X	X
Social media post with logo for specific show sponsorship	X	X	X	X	X	X
Stage mentions of sponsorship	X	X	X	X	X	X
Concert posters	10	5	5	5	5	



FOR MORE INFORMATION

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Applications for Sponsors and Nonprofit Organizations
can be found on www.Basalt.net/concerts