

# Music on the Beach

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

12-week free concert series June 13 – August 29, 2025

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

---



## Sponsorship Opportunities

### Series Sponsorship: \$2,500

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 (12)
  - 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. Advertisements in various regional publications
  - f. Dedicated Music on the Beach event webpage (live year-round and promoted from the Tahoe Community Events Calendar 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 (12) on each side of the stage
  - b. As a series sponsor on the Music on the Beach event webpage
  - c. As a series sponsor and highlighted in one dedicated sponsor post on Music on the Beach's social media platform.
  - d. As a series sponsor in Music on the Beach press release(s) about event
3. At-Concert Benefits:
  - a. Announced as a series sponsor twice (2) by emcee at each concert (12)
  - b. Opportunity to set up a booth (up to 10'x10') and distribute promotional materials and/or giveaways to attendees in sand near stage at up to 2 concerts; must be pre-approved.

*see page 2 for more options*

## **Concert Sponsorship: \$1000 each or \$1,500 to co-sponsor (\$750/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 Music on the Beach event webpage (live year-round and promoted from the Tahoe Community Events Calendar 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 (12) on each side of the stage
  - b. As a concert sponsor on MOTB's Facebook event page
  - c. As a concert sponsor in Music on the Beach press release(s) about event
  - d. On posters (150 distributed throughout North Lake Tahoe and 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

## **Fan of Music on the Beach \$300 - \$950**

*As a free community event, this is an opportunity to show your support for MOTB in an individualized way. [Contact MOTB](#) to create a personalized sponsorship or donation*

1. Dedicated Music on the Beach event webpage (live year-round and promoted from the Tahoe Community Events Calendar homepage from early June through early September); logo linked to sponsor's URL
2. Business name listed on two vertical banners displayed at each concert (12) on each side of stage
3. Business name listed in NTBA press release(s) about the event