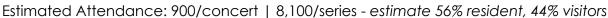
## Music on the Beach

Fridays, 6:00-8:30pm, Kings Beach State Recreation Area
12-week free concert series June 13 – August 29, 2025





# **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. <u>Contact MOTB</u> to create a personalized sponsorship or donation

- 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 Music on the Beach press release(s) about the event