

# 2019 Cortland Main Street Music Series

## Sponsorship Opportunities

**TITLE SPONSOR: \$10,000** (*Sponsored by: CFCU Community Credit Union*)

**HEADLINER SPONSOR: \$2,500/show** (*limit 1 unique headliner sponsor per show*)

- Company acknowledged as headliner sponsor in live stage announcement immediately prior to headlining band taking the stage at sponsored show(s) (*show requests are first come first serve basis*)
- Large stage banner for all four shows (*provided by sponsor*)
- Recognition in all regional broadcast, digital, and print advertising
- Company logo included in all printed promo materials (*posters, flyers, handbills*)
- Sponsorship level and company name listed on the CMSMS social media platforms (*Twitter, Instagram, Facebook*)
- Company acknowledged in at least three social media posts
- Large company logo included on MainStreetMusicSeries.com homepage
- Opportunity to set up custom promotional display at entrance gate of sponsored show(s)

**SUPPORTER SPONSOR: \$1,000/show** (*limit 2 supporter sponsors per show*)

- Company acknowledged as supporter sponsor in live stage announcement immediately prior to support band taking the stage at sponsored show(s) (*show requests are first come first serve basis*)
- Medium stage banner for all four shows (*provided by sponsor*)
- Small company logo included in all printed promo materials (*posters, flyers, handbills*)
- Sponsorship level and company name listed on the CMSMS social media platforms (*Twitter, Instagram, Facebook*)
- Company acknowledged in at least three social media posts
- Medium company logo included on MainStreetMusicSeries.com homepage

**OPENER SPONSOR: \$500/show** (*limit 4 opener sponsors per show*)

- Company acknowledged as opener sponsor in live stage announcement immediately prior to opening act taking the stage at sponsored show(s) (*show requests are first come first serve basis*)
- Small stage banner for all four shows (*provided by sponsor*)
- Company name listed on the CMSMS social media platforms (*Twitter, Instagram, Facebook*)
- Small company logo included on MainStreetMusicSeries.com homepage

**FRIENDS OF THE SERIES: \$50+**

- Company/individual name listed as sponsor on a shared stage banner
- Text listing on the CMSMS website and social media platforms (*Twitter, Instagram, Facebook*)

**MEDIA REACH:** CMSMS uses a multi-media approach to promote the series within a 50-mile region of Central New York that includes Syracuse, Utica, Binghamton and Ithaca audiences. CMSMS audiences tend to have a 50/50 split of men and women with a median age range of 35-54.

140,000(+) Print Impressions

- *Print ads in Cortland Standard, What's Hot Magazine, news releases, and distribution of posters/flyers*

2,650,000(+) Online & Social Media Impressions

- *CMSMS social media posts and ads on Instagram, Facebook, and Twitter. Email updates*

500,000(+) Radio Impressions

- *Six weeks of radio ads on Always Classic X101.5*

Onsite Impressions:

- *Concerts attract up to 1,500 attendees; a total of 6,000 over the course of the series*



**Please select sponsorship level(s)** (you may sponsor multiple levels and more than one show):

- Headliner Sponsor: \$2,500 (x\_\_=\$\_\_\_\_\_)     Supporter Sponsor \$1,000 (x\_\_=\$\_\_\_\_\_)     Opener Sponsor: \$500 (x\_\_=\$\_\_\_\_\_)     Friend of the Series: \$50+ (\$\_\_\_\_\_)

**Sponsor show requests** (circle request(s); performers listed as Headliner | Supporter | Opener):

7/5/19	The Alternate Routes		Fall Creek Brass Band		Lonnie Park
7/12/19	The Todd Hobin Band		The Cousins		The Beaushesnes
7/19/19	Enter the Haggis		The Old Main		Starmer Brothers
7/26/19	Brandon "Taz" Niederauer		Mike Powell & the Black River		Marc Ryan

**Payment information:**

- Please send me an invoice for the total sponsorship amount of \$\_\_\_\_\_
- I have enclosed a check for \$\_\_\_\_\_ payable to: Cortland Main Street Music Series

**Contact information:**

Company/Name: \_\_\_\_\_  
Contact person: \_\_\_\_\_  
Mailing address: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Phone number: \_\_\_\_\_

Please provide a high resolution digital logo to: [Info@MainStreetMusicSeries.com](mailto:Info@MainStreetMusicSeries.com).

Return completed form via email to: [Info@MainStreetMusicSeries.com](mailto:Info@MainStreetMusicSeries.com) OR via USPS to: Cortland Main Street Music Series PO Box 174, Cortland, NY 13045

