

2023 CFCU Cortland Main Street Music Series

Sponsorship Opportunities

TITLE SPONSOR: \$12,000 - Limit 1

- Company acknowledged as title sponsor in live stage announcement immediately prior to all bands taking the stage at all four shows
- Large stage banner displayed for all four shows (*provided by sponsor*)
- Recognition in all regional broadcast, digital, and print advertising
- Company logo included in CMSMS logo and in all printed promo materials (*posters, flyers, handbills*)
- Company name/logo posted on the CMSMS social media platforms (*Twitter, Instagram, Facebook*)
- Company acknowledged in at least 10 dedicated social media posts
- Large company logo included on MainStreetMusicSeries.com homepage and social media headers
- Instagram takeover campaign of the CMSMS page for one week in June 2023
- Opportunity to set up custom promotional display at entrance of all four shows

HEADLINER SPONSOR: \$5,000 - Limit 1

- Company acknowledged as headliner sponsor in live stage announcement immediately prior to headlining band taking the stage at all four shows
- 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*)
- Medium company logo included on MainStreetMusicSeries.com homepage
- Opportunity to set up custom promotional display at entrance of all four shows

SUPPORTER SPONSOR: \$1,000 - Limit 5

- Company acknowledged as supporter sponsor in live stage announcement immediately prior to support band taking the stage at all four shows
- 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*)
- Small company logo included on MainStreetMusicSeries.com homepage

OPENER SPONSOR: \$500 - Limit 10

- 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 banner for all four shows (*provided by sponsor*)
- Company name listed on the CMSMS social media platforms (*Twitter, Instagram, Facebook*)
- Company name included on MainStreetMusicSeries.com homepage

FRIENDS OF THE SERIES: \$150+

- 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 75-mile region of Central New York that includes Syracuse, Utica, Binghamton, Cayuga, Seneca, and Ithaca audiences. CMSMS audiences tend to have a 50/50 split of men and women with a median age range of 35-54.

Print

- *Print ads, news releases, and distribution of posters/flyers*

Online & Social Media

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



Radio

- Six weeks of radio ads on Always Classic X101.5, i100, Q Country, and The Vine

Onsite: Concerts attract up to 500 attendees; a total of up to 2,000 over the course of the series

Please select sponsorship level:

- ☐ Title Sponsor: \$12,000
- ☐ Headliner Sponsor: \$5,000
- ☐ Supporter Sponsor \$1,000
- ☐ Opener Sponsor: \$500
- ☐ Friend of the Series: \$150+ (\$_____)
- ☐ In-kind Sponsor (please describe)_____

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.

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

