

Music Festival Sponsorship

Amplify Your Brand at SummerSound Fest

Prepared by: SummerSound Music Festival
November 1, 2025

About SummerSound Music Festival

SummerSound Fest is a 3-day music festival featuring 40+ artists across 4 stages, attracting 25,000 attendees. Now in our 7th year, we're the premier music event in the region with a diverse lineup spanning rock, indie, electronic, and hip-hop. Our festival generates 5M+ social media impressions and extensive local/regional press coverage.

Our Audience

Our SummerSound Music Festival reaches over **25,000** people through our events, social media, and community engagement.

Festival attendees: 58% ages 21-35, 54% female, 72% college educated, 65% household income \$60K+, 82% traveled more than 30 miles to attend. High social media engagement with 90% sharing content during the festival.

Sponsorship Packages

We offer the following sponsorship opportunities to partner with SummerSound Music Festival:

Headliner Sponsor

\$75,000

Benefits Include:

- Main stage naming rights (Your Brand Stage)
- Logo on all tickets and wristbands (25,000)
- Premium festival booth location (300 sq ft)
- On-stage brand mentions between sets
- 50 VIP weekend passes
- Exclusive backstage artist meet & greet
- Logo on all marketing materials
- Social media campaigns (pre/during/post event)
- Email marketing to 30K subscribers (3 sends)
- Video livestream brand integration

Encore Sponsor

\$35,000

Benefits Include:

- VIP lounge naming rights
- Festival booth (200 sq ft)
- 20 VIP weekend passes
- Logo on website and app
- Social media features
- Sampling opportunities at beer gardens
- Brand integration in festival guide

Opening Act Sponsor

\$15,000

Benefits Include:

- Festival booth (100 sq ft)
- 10 general admission passes
- Logo on website partner page
- Social media recognition
- Inclusion in festival program

Next Steps

We're excited about the opportunity to partner with you! Here's how to move forward:

1. **Review this proposal** and select the sponsorship package that best fits your marketing goals.
2. **Contact us** to discuss customization options or ask any questions you may have.
3. **Sign the agreement** and submit payment to secure your sponsorship.
4. **Provide your logo** and marketing materials for placement and promotion.

Contact Information

Organization: SummerSound Music Festival

Contact: Alex Chen

Email: sponsors@summersoundfest.com

Phone: (555) 234-5678

Additional Information

Custom activations available including charging stations, photo booths, and experiential marketing areas. Multi-year partnerships receive priority placement.

Thank you for considering a partnership with SummerSound Music Festival. We look forward to creating a successful sponsorship together!