



# SPONSORSHIP OPPORTUNITIES

JULY 10-11, 2020

LAKEFRONT PARK, PRIOR LAKE

The Prior Lake Rotary Lakefront Music Fest is the premier summer music event in the south-metro area. Entering its 11th year, the event attracts more than 30,000 attendees annually and is supported by a multi-media campaign valued at over \$400,000.

## Exclusive Presenting: \$100,000

- Only 1 available; includes all available sponsorship elements, customized elements and special recognition whenever event is promoted.

## Diamond: \$50,000

- All materials designate you as DIAMOND partner
- All visual media mentions, designate you as DIAMOND partner
- Status featured in regional entertainment publications
- Sponsor and Music Fest-led social media contests
- Inclusion in social media campaign; recognition on Facebook and Twitter
- 20 20-second logo spots for video screen (sponsor created)
- On-stage personal introduction of sponsor and recognition (both nights)
- 50 general admission tickets and 16 VIP tickets each night
- 8 reserved parking permits and shuttle services
- Category exclusivity for your products or services
- All "Platinum, Gold, Grammy, Radio Hit, & Debut" Benefits\*

## Platinum: \$30,000

- Category exclusivity for your product or service
- 10 20-second logo spots for video screen (sponsor created)
- On-stage personal introduction of sponsor and recognition (choice of Friday or Saturday)
- 32 general admission tickets and 8 VIP tickets each night
- 4 reserved parking permits and shuttle services
- All "Gold, Grammy, Radio Hit, & Debut" benefits\*

## Gold: \$15,000

- 8 20-second logo spots for video screen (sponsor created)
- 20 general admission tickets and 6 VIP tickets each night
- 3 reserved parking permits and shuttle service
- Customized on-site marketing opportunity (subject for approval)
- All "Grammy, Radio Hit, & Debut" benefits\*

## Grammy: \$7,500

- 4 20-second logo spots for video screen (sponsor created)
- 12 general admission tickets and 4 VIP tickets each night
- 2 reserved parking permits and shuttle services
- Verbal recognition during stage announcements
- Ability to buy discounted admission tickets for employees, vendors or clients
- All "Radio Hit & Debut" benefits\*



## Radio Hit: \$3,000

- 1 20-second logo spot for video screen (sponsor created)
- Space at event (limited availability)
- 6 general admission tickets and 2 VIP tickets each night
- 1 reserved parking permit and shuttle service
- Included in Southwest News Media and email blast
- Logo included on festival staff t-shirts
- All "Debut" benefits\*

## Debut: \$1,500

- 4 general admission tickets each night
- 10 signs on golf carts and 10 signs within shuttle buses (provided by sponsor)
- Logo and link inclusion on event website

## Fan: \$500 (NEW in 2020!)

- 5 signs on golf carts and 5 signs within shuttle buses (provided by sponsor)
- 2 general admission tickets each night
- Logo and link inclusion on event website

\* Excludes Tickets & Parking Permits

**ASK US ABOUT CUSTOMIZED SPONSORSHIPS TO MEET YOUR BUSINESS OBJECTIVES!**

**FOR MORE INFORMATION ON SPONSORSHIPS:**

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