



SPONSORSHIP OPPORTUNITIES

JULY 9-10, 2021

LAKEFRONT PARK, PRIOR LAKE

The Prior Lake Rotary Lakefront Music Fest is the premier summer music event in the south-metro area. Entering its 12th 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
- Category exclusivity for your products or service
- (20) 20-second logo spots for video screen (*sponsor created*)
- Customized on-site marketing opportunity and space (*subject for approval, limited availability*)
- 50 general admission tickets and 16 VIP tickets each night
- 8 reserved parking permits and shuttle services
- On-stage personal introduction of sponsor and recognition (*both nights*)
- Logo included on festival staff t-shirts
- Ability to buy discounted admission tickets for employees, vendors or clients
- Included in Southwest News Media and email blast
- Logo and link inclusion on event website

Platinum: \$30,000

- (10) 20-second logo spots for video screen (*sponsor created*)
- Customized on-site marketing opportunity and space (*subject for approval, limited availability*)
- 32 general admission tickets and 8 VIP tickets each night
- 4 reserved parking permits and shuttle services
- On-stage personal introduction of sponsor and recognition (*choice of Friday or Saturday*)
- Logo included on festival staff t-shirts
- Ability to buy discounted admission tickets for employees, vendors or clients
- Included in Southwest News Media and email blast
- Logo and link inclusion on event website

Gold: \$15,000

- (8) 20-second logo spots for video screen (*sponsor created*)
- Customized on-site marketing opportunity and space (*subject for approval, limited availability*)
- 20 general admission tickets and 6 VIP tickets each night
- 3 reserved parking permits and shuttle service
- Verbal recognition during stage announcements
- Logo included on festival staff t-shirts
- Ability to buy discounted admission tickets for employees, vendors or clients
- Included in Southwest News Media and email blast
- Logo and link inclusion on event website



Grammy: \$10,000

- (6) 20-second logo spots for video screen (*sponsor created*)
- Space at event (*limited availability*)
- 16 general admission tickets and 6 VIP tickets each night
- 2 reserved parking permits and shuttle service
- Verbal recognition during stage announcements
- Company name included on festival staff t-shirts
- Ability to buy discounted admission tickets for employees, vendors or clients
- Included in Southwest News Media and email blast
- Logo and link inclusion on event website

Radio Hit: \$5,000

- (4) 20-second logo spots for video screen (*sponsor created*)
- Space at event (*limited availability*)
- 8 general admission tickets and 4 VIP tickets each night.
- 1 reserved parking permit and shuttle service
- Verbal recognition during stage announcements
- Company name included on festival staff t-shirts
- Ability to buy discounted admission tickets for employees, vendors or clients
- Included in Southwest News Media and email blast
- Logo and link inclusion on event website

Debut: \$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
- Company name included on festival staff t-shirts
- Included in Southwest News Media and email blast
- Logo and link inclusion on event website

Fan: \$1,500

- 4 general admission tickets each night
- Company name included on festival staff t-shirts
- Logo and link inclusion on event website

ASK US ABOUT CUSTOMIZED SPONSORSHIPS TO MEET YOUR BUSINESS OBJECTIVES!

FOR MORE INFORMATION ON SPONSORSHIPS:
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