



# SPONSORSHIP OPPORTUNITIES

JULY 14-15, 2023

LAKEFRONT PARK, PRIOR LAKE

The Prior Lake Rotary Lakefront Music Fest is the premier summer music event in the south-metro area. Entering its 14th 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
- (80) 5-second logo/graphic or video for jumbotron (*sponsor created*)
- Customized on-site marketing opportunity and space (*subject for approval, limited availability*)
- 50 general admission tickets and 16 VIP tickets each night
- On-stage personal introduction of sponsor and recognition (*both nights*)
- Logo included on festival staff t-shirts
- Minimum of (1) social media communication. (*Content subject for approval*)
- Included in media partner advertising and email blast (*based on event partnerships*)
- Logo and link on event website

## Platinum: \$30,000

- (40) 5-second logo/graphic or video for jumbotron (*sponsor created*)
- Customized on-site marketing opportunity and space (*subject for approval, limited availability*)
- On-stage personal introduction of sponsor and recognition (*choice of Friday or Saturday*)
- 32 general admission tickets and 8 VIP tickets each night
- Logo included on festival staff t-shirts
- Minimum of (1) social media communication. (*Content subject for approval*)
- Included in media partner advertising and email blast (*based on event partnerships*)
- Logo and link on event website

## Gold: \$15,000

- (32) 5-second logo/graphic for jumbotron (*sponsor created*)
- Customized on-site marketing opportunity and space (*subject for approval, limited availability*)
- 20 general admission tickets and 6 VIP tickets each night
- Customized on-site marketing opportunity (*subject for approval*)
- Verbal recognition during stage announcements
- Logo included on festival staff t-shirts
- Included in media partner advertising and email blast (*based on event partnerships*)
- Logo and link on event website



## Grammy: \$10,000

- (24) 5-second logo/graphic for jumbotron (*sponsor created*)
- Space at event (*limited availability*)
- 16 general admission tickets and 4 VIP tickets each night
- Verbal recognition during stage announcements
- Company name included on festival staff t-shirts
- Included in media partner advertising and email blast (*based on event partnerships*)
- Logo and link on event website

## Radio Hit: \$5,000

- (16) 5-second logo/graphic for jumbotron (*sponsor created*)
- Space at event (*very limited availability at Radio Hit level*)
- 8 general admission tickets and 2 VIP tickets each night
- Verbal recognition during stage announcements
- Company name included on festival staff t-shirts
- Included in media partner advertising and email blast (*based on event partnerships*)
- Logo and link on event website

## Debut: \$3,000

- (4) 5-second logo/graphic for jumbotron (*sponsor created*)
- 8 general admission tickets each night
- Company name included on festival staff t-shirts
- Included in media partner advertising and email blast (*based on event partnerships*)
- Logo and link 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!**

**FOR MORE INFORMATION ON SPONSORSHIPS:**  
info@lakefrontmusicfest.com