



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.

A survey was conducted in January 2021 to gather valuable demographic information about the Lakefront Music Fest attendee. More than 2,200 people completed this survey.

Who Attends Lakefront Music Fest?

Age

- 18-24 - 7.8%
- 25-34 - 12.3%
- 35-44 - 18.4%
- 45-54 - 30.9%
- 55+ - 30.6%
- Under 18 - 0.0%

80% of attendees are 35 years of age or older.

Sex

- Female - 69.0%
- Male - 30.2%

What is your total household income?

- Less than \$30,000 - 3.1%
- \$30,000 to \$49,999 - 5.6%
- \$50,000 to \$74,999 - 12.1%
- \$75,000 to \$99,999 - 13.3%
- \$100,000 to \$149,999 - 22.1%
- \$150,000 to \$199,999 - 13.9%
- \$200,000 or more - 14.6%
- Prefer not to answer - 15.3%

More than 50% of attendees have a Household Income of \$100,000+.

How far have you traveled to go to Lakefront Music Fest?

- 0-5 miles - 31.4%
- 6-10 miles - 16.6%
- 11-20 miles - 25.1%
- 31-50 miles - 16.2%
- 50+ miles - 9.0%
- Have never attended - 1.6%

67% of attendees travel more than 5 miles to attend Lakefront Music Fest.

Source: Lakefront Music Fest survey administered January 2021.