

TCS

WALKER
CENTER CENTER

TWILIGHT CONCERT SERIES 2021

SPONSORSHIP OPPORTUNITY



PRRESENTED BY THE SALT LAKE ARTS COUNCIL AND S&S

COMMUNITY MISSION

The Twilight Concert Series is a summer concert series presenting a wide range of nationally recognized and upcoming musicians that represent diverse social principles. Occurring in downtown Salt Lake City for over 30 years, this easily accessible & affordable event contributes to the economic vitality of the city bringing over 30,000 participants into the downtown core. This year's series will present 5 shows in August and September at the Gallivan Center. Through a diversity driven lineup that engages and supports local musicians as well, the Twilight Concert Series is a first-point of contact for youth in the arts and a beloved tradition for concert-going adults alike. The series remains committed to connecting audiences with the arts and bringing vibrancy to the heart of downtown while promoting Salt Lake City as an engaging place to live, work, and play.

Watch our highlight video with Young The Giant from 2019 below.

<https://www.youtube.com/watch?v=eMC8aj5hVms&t=1s>



Our mission is to give Salt Lake City an unforgettable series, while integrating the local community in every facet.

COMMUNITY MISSION

DEMOGRAPHICS & PROJECTED STATS

18-45

Primary age of Twilight Concert Series attendees,
most live within a 20 mile radius of Salt Lake City.

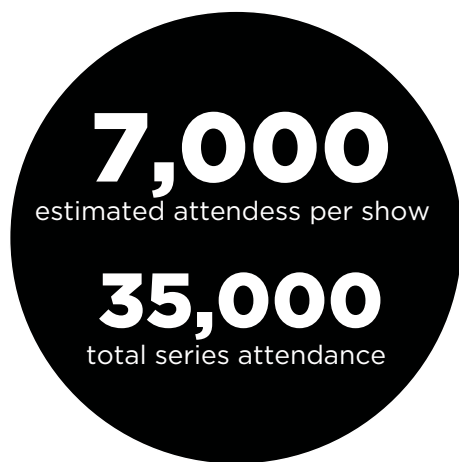
51.5% women

45.5% men

2% non-binary

91.3% approval rating

all information gathered from the TCS 2019 survey



DEMOGRAPHICS



PAST PERFORMERS

MS. LAURYN HILL, BECK, SHE & HIM, EMPIRE OF THE SUN, SOLANGE, KID CUDI, SANTIGOLD, COURTNEY BARNETT, HIPPIE SABOTAGE, GRIZZLY BEAR, NAS, FATHER JOHN MISTY, VINCE STAPLES, BLIND PILOT, YOUNG THE GIANT, MGMT, COMMON, THE BLACK KEYS, THE ROOTS, DIGABLE PLANETS, RUN THE JEWELS, CHARLES BRADLEY, JENNY LEWIS.



\$40K PRESENTING SPONSOR

The Presenting Sponsorship Package is an exclusive, single-held position that displays you as the primary sponsor for the Twilight Concert Series. Every mention of this event on all official channels such as website listings, radio mentions, television appearances, social media ads, graphics, posters, signage, merchandise, etc. will read and display as The Salt Lake City Arts Council Presents The Twilight Concert Series with support from SPONSOR.

For this contribution, the Presenting Sponsor will receive **\$356,000** in brand recognition & community value through the following.

SIGNAGE & GRAPHICS

Sponsor logo and presents language prominently displayed on all graphics used for this event for **\$125,000** value. This includes:

- (1) 40'x10' stage banner at all 5 events (\$10k value)
- (2) 10'x10' outdoor Step & Repeat banners for selfies & photo opportunities (\$20k value)
- (16) 11"x17" drink, cocktail, and soda menus at all pouring stations (\$5k value)
- 18) 16"x20" directional signs for various event points of interest such as General Admission Entrances, VIP & Sponsor Entrances, 21+ Wristband Lines, Beer Stations, Food Trucks, Bathrooms, Interactive Art Spaces, Water, and Emergency Stations. (\$10k value)
- (2) 14'x20' outdoor 'Sponsorship Thanks' banners at the event located next to the stage and inside the 21+ bar area (\$10k value)
- (1) 20'x20' sponsor specific graphic to be displayed on The Gallivan Center's LED stage backdrop. This image will be added to a carousel, appearing at least 20 times per night. This makes for an estimated 140,000 impressions per night, 700,000 impressions for the total series. (\$50k value)
- (5,000+) 11"x17" event posters and 3"x5" handbills to be printed and distributed to various local businesses by our street team for 12 weeks (\$20k value).

DIGITAL ADVERTISING

Sponsor logo and presents language will be used in all official digital marketing, website listings, and social media advertisement for **\$146,000** value. This includes:

- \$15k hard spends for Twilight Concert Series sponsored ads on Facebook & Instagram (\$30k value)
- \$2k hard spend per show for 5 shows total (\$10k value)
\$5k hard spend throughout the announcement, on-sale, and closing.
Sponsor to be tagged and mentioned in each promotional ad (\$20k value)



\$40K PRESENTING SPONSOR

- Logo inclusion and presents language on all Facebook event banners and descriptions (\$10k value)
 - FOUR Newsletter sends through S&S Presents 90k email subscriber list including past buyers who support the series (\$36k value)
 - FOUR newsletter sends through Salt Lake City Arts Council's 50k email subscriber list (\$20k value)
 - Sponsor logo prominently displayed in a header position on the Twilight Concert Series' official website (\$10k value)
 - Sponsor inclusion in the Twilight Concert Series' "Sponsor Thanks" website page (\$5k value)
- Sponsor Presents language used in various Event Calendar web listings for sites such as Visit Salt Lake, SL Tribune, KSL, X96, SLUG Mag, and more (\$5k value)

PRINT ADVERTISING

Sponsor logo and presents language will be used and displayed for all official print advertising at the following local publications for 6 weeks throughout the series for **\$20k in value**.

- 1 full page ad in Salt Lake City Weekly to run for 6 weeks (\$10k value)
- 1 full page ad in SLUG Magazine (\$10k value)

RADIO

Sponsor will be mentioned as Presenting the Twilight Concert Series on all radio ads for 6 weeks leading up to the event. Although ad details are pending for 2020, last year we received **\$50k value** in trade value with our radio partners Broadway Media, KRCL 90.9FM, KCPW, and K-UTE Radio.

- Live Liners
- Recorded Promos
- Weekly E-Blasts
- Concert & Event Calendar listings
- Social Media posts
- Live Broadcasts/Interviews

EVENT BONUSES

- On-stage recognition by host at each event (\$5k value)
- Sponsor table area to interact with patrons at each event, if desired (\$5k value)
- 40 VIP Sponsor Season Passes for staff, friends, and clients (\$4k value)
- 40 GA Season Tickets (\$1.6k value)



\$20K SUPPORTING SPONSOR

The Supporting Sponsorship Package is limited to three participants and displays your involvement in the Twilight Concert Series in a primary position. Your name and logo will receive Tier 2 placement on all official posters, website listings, online graphics, and ads where possible.

For this contribution, the Supporting Sponsor will receive **\$179,000** in brand recognition & community value through the following.

SIGNAGE & GRAPHICS

Sponsor logo and support language displayed on all graphics used for this event for **\$44,000 value**. This includes:

- (1) 40'x10' stage banner at all 5 events with Tier 2 placement (\$6k value)
- (2) 10'x10' outdoor Step & Repeat banners for selfies & photo opportunities with Tier 2 placement (\$6k value)
- (16) 11"x17" drink, cocktail, and soda menus at all pouring stations with Tier 2 placement (\$2k value)
- (18) 16"x20" directional signs with Tier 2 logo placement for various event points of interest such as General Admission Entrances, VIP & Sponsor Entrances, 21+ Wristband Lines, Beer Stations, Food Trucks, Bathrooms, Interactive Art Spaces, Water, and Emergency Stations. (\$4k value)
- (2) 14'x20' outdoor 'Sponsorship Thanks" banners with Tier 2 placement, located next to the stage and inside the 21+ bar area (\$6k value)
- (1) 20'x20' sponsor thanks graphic to be displayed on The Gallivan Center's LED stage backdrop with Tier 2 placement. This image will be added to a carousel, appearing at least 20 times per night. This makes for an estimated 140,000 impressions per night, 700,000 impressions for the total series. (\$10k value)
- (5,000+) 11"x17" event posters and 3"x5" handbills to be printed and distributed to various local businesses by our street team for 12 weeks (\$10k value).

DIGITAL ADVERTISING

Sponsor logo and support language will be used in all official digital marketing, website listings, and social media advertisement for **\$99,000** value. This includes:

- \$15k hard spends for Twilight Concert Series sponsored ads on Facebook & Instagram (\$20k value)
- \$2k hard spend per show for 5 shows total (\$10k value)
- \$5k hard spend throughout the announcement, on-sale, and closing. Sponsor to be tagged and mentioned in each promotional ad (\$10k value)
- Logo inclusion and support language on all Facebook event banners and descriptions (\$6k value)
- FOUR Newsletter sends through S&S Presents 90k email subscriber list including past buyers who support the series (\$24k value)



**\$20K
SUPPORTING
SPONSOR
CONTINUED**

- FOUR newsletter sends through Salt Lake City Arts Council's 50k email subscriber list (\$16k value)
- Sponsor logo displayed in a support position on the Twilight Concert Series' official website (\$6k value)
- Sponsor inclusion in the Twilight Concert Series' "Sponsor Thanks" website page (\$5k value)
- Sponsor support language used in various Event Calendar web listings for sites such as Visit Salt Lake, SL Tribune, KSL, X96, SLUG Mag, and more (\$2k value)

PRINT ADVERTISING

- Sponsor logo and support language will be used and displayed for all official print advertising at the following local publications for 6 weeks throughout the series for **\$12k in value.**
- 1 full page ad in Salt Lake City Weekly to run for 6 weeks (\$6k value)
- 1 full page ad in SLUG Magazine (\$6k value)

RADIO

- Sponsor will be mentioned as Supporting the Twilight Concert Series on all radio ads for 6 weeks leading up to the event. Although ad details are pending for 2020, last year we received **\$50k value** in trade value with our radio partners Broadway Media, KRCL 90.9FM, KCPW, and K-UTE Radio.
- Live Liners
- Recorded Promos
- Weekly E-Blasts
- Concert & Event Calendar listings
- Social Media posts
- Live Broadcasts/Interviews

EVENT BONUSES

- On-stage recognition by host at each event (\$5k value)
- Sponsor table area to interact with patrons at each event, if desired (\$5k value)
- 20 VIP Sponsor Season Passes for staff, friends, and clients (\$2k value)
- 20 GA Season Tickets (\$800 value)



**\$10K
PARTNER
SPONSOR**

The Partner Sponsorship Package is a Tier 3 position that advertises your involvement with 2021 Twilight Concert Series. Your name and logo will be displayed on all official posters, website listings, online graphics, and ads where possible.

For this contribution, the Partner Sponsor will receive **\$140,000** in brand recognition & community value through the following.

SIGNAGE & GRAPHICS

Sponsor logo and Tier 3 language displayed on all graphics used for this event for **\$20,000 value**. This includes:

- (2) 14'x20' outdoor 'Sponsorship Thanks' banners with Tier 3 placement, located next to the stage and inside the 21+ bar area (\$5k value)
- (1) 20'x20' sponsor thanks graphic to be displayed on The Gallivan Center's LED stage backdrop with Tier 3 placement. This image will be added to a carousel, appearing at least 20 times per night. This makes for an estimated 140,000 impressions per night, 700,000 impressions for the total series. (\$5k value)
- (5,000+) 11"x17" event posters and 3"x5" handbills to be printed and distributed to various local businesses by our street team for 12 weeks (\$10k value).

DIGITAL ADVERTISING

Digital Advertising

Sponsor logo and Tier 3 language will be used in all official digital marketing, website listings, and social media advertisement for **\$77,000 value**. This includes:

- \$15k hard spends for Twilight Concert Series sponsored ads on Facebook & Instagram (\$20k value)
- \$2k hard spend per show for 5 shows total (\$10k value)
- \$5k hard spend throughout the announcement, on-sale, and closing (\$4k value)
- Logo and name inclusion on all Facebook event banners and descriptions with Tier 3 placement (\$5k value)
- FOUR Newsletter sends through S&S Presents 90k email subscriber list including past buyers who support the series (\$18k value)
- FOUR newsletter sends through Salt Lake City Arts Council's 50k email subscriber list (\$12k value)
- Sponsor logo displayed in a Tier 3 position on the Twilight Concert Series' official website (\$4k value)
- Sponsor inclusion in the Twilight Concert Series' "Sponsor Thanks" website page (\$4k value)

\$10K PARTNER SPONSOR

PRINT ADVERTISING

Sponsor logo will be used and displayed for all official print advertising at the following local publications for 6 weeks throughout the series for \$10k in value.

- 1 full page ad in Salt Lake City Weekly to run for 6 weeks (\$5k value)
- 1 full page ad in SLUG Magazine (\$5k value)

RADIO

Sponsor will be included as a Tier 3 sponsor for the Twilight Concert Series on all radio platforms where applicable for 6 weeks leading up to the event for \$22k value.

EVENT BONUSES

- On-stage recognition by host at each event (\$5k value)
- Sponsor table area to interact with patrons at each event, if desired (\$5k value)
- 10 VIP Sponsor Season Passes for staff, friends, and clients (\$1k value)
- 10 GA Season Tickets (\$400 value)

The Contributing Sponsorship Package is a Tier 4 position that advertises your involvement with 2021 Twilight Concert Series. Your name and logo will be displayed on all official posters, website listings, online graphics, and ads where possible.

For this contribution, the Contributing Sponsor will receive **\$124,000** in brand recognition & community value through the following.

SIGNAGE & GRAPHICS

Sponsor logo and Tier 4 language displayed on all graphics used for this event for **\$16,000 value**. This includes:

- (2) 14'x20' outdoor 'Sponsorship Thanks' banners with Tier 4 placement, located next to the stage and inside the 21+ bar area (\$4k value)
- (1) 20'x20' sponsor thanks graphic to be displayed on The Gallivan Center's LED stage backdrop with Tier 4 placement. This image will be added to a carousel, appearing at least 20 times per night. This makes for an estimated 140,000 impressions per night, 700,000 impressions for the total series. (\$4k value)
- (5,000+) 11"x17" event posters and 3"x5" handbills to be printed and distributed to various local businesses by our street team for 12 weeks (\$8k value).



\$5K CONTRIBUTING SPONSOR

\$5K CONTRIBUTING SPONSOR

DIGITAL ADVERTISING

Sponsor logo and Tier 4 language will be used in all official digital marketing, website listings, and social media advertisement for **\$67,000 value**. This includes:

- \$15k hard spends for Twilight Concert Series sponsored ads on Facebook & Instagram (\$20k value)
- \$2k hard spend per show for 5 shows total (\$10k value)
- \$5k hard spend throughout the announcement, on-sale, and closing (\$4k value)
- Logo and name inclusion on all Facebook event banners and descriptions with Tier 4 placement (\$5k value)
- FOUR Newsletter sends through S&S Presents 90k email subscriber list including past buyers who support the series (\$12k value)
- FOUR newsletter sends through Salt Lake City Arts Council's 50k email subscriber list (\$10k value)
- Sponsor logo displayed in a Tier 4 position on the Twilight Concert Series' official website (\$3k value)
- Sponsor inclusion in the Twilight Concert Series' "Sponsor Thanks" website page (\$3k value)

PRINT ADVERTISING

Sponsor logo will be used and displayed for all official print advertising at the following local publications for 6 weeks throughout the series for **\$8k in value**.

- 1 full page ad in Salt Lake City Weekly to run for 6 weeks (\$4k value)
- 1 full page ad in SLUG Magazine (\$4k value)

RADIO

Sponsor will be included as a Tier 4 sponsor for the Twilight Concert Series on all radio platforms where applicable for 6 weeks leading up to the event for **\$22k value**.

EVENT BONUSES

- On-stage recognition by host at each event (\$5k value)
- Sponsor table area to interact with patrons at each event, if desired (\$5k value)
- 6 VIP Sponsor Season Passes for staff, friends, and clients (\$600 value)
- 6 GA Season Tickets (\$240 value)

CONTACT: Please email Nic Smith at nic@sartainandsaunders.com for any inquiries.