

DOWNTOWN SOUNDS – 20TH ANNIVERSARY

Looking back at 20 years, we reflect on Downtown Sounds being born with a simple yet powerful goal: to bring vibrancy and vitality to our community through music and cultural engagement. Over time, this event has not only achieved its initial objective but has also grown exponentially, captivating both locals and visitors alike. Today, it stands as a testament to the enduring power of arts and culture in fostering a strong sense of community where people live, work and play. As Downtown Sounds approaches this 20-year milestone and beyond, we recognize the opportunity to elevate the event's exposure, capacity, infrastructure, and marketability for years to come. **We cannot do this alone and invite your business to be part of history by helping support two decades of music, community, and summer fun in 2024!** This packet outlines sponsor benefits for tiers starting at \$7.5K, but all sponsors should know they benefit from Downtown Sounds track record and our ability to deliver:

- ✓ **Over 4K** attendees weekly, totaling over **20K** total concert-goes each season
- ✓ Community impact extends beyond stage grounds with businesses promoting 'Sounds Effects' events before and after expanding economic impact of this event
- ✓ **Media and marketing campaigns** with sponsor inclusion March - August
- ✓ **FREE** viewing experience makes Downtown Sounds accessible to all economic statuses
- ✓ **95% of attendees** report they look forward to coming back season after season

If you would like to learn more about sponsoring at any level, please reach out!






Lindsey Payne Johnstone, Program Director
lindsey@downtownbellingham.com

Jenny Hagemann, Development Manager
jenny@downtownbellingham.com



20TH ANNIVERSARY SPONSORSHIP OPPORTUNITIES

DOWNTOWN BELLINGHAM PARTNERSHIP'S MARKETING POWER

-  Experienced Staff & Media Agency
-  Sponsor value multiplied via grants awarded to attract tourists to Sounds
-  18K Instagram Followers
-  12K Facebook Followers
-  100K+ Event Page Views



MARKETING & ADVERTISING

Prominent logo placement in print and digital ads reaching Whatcom residents and tourists from Seattle to Vancouver, B.C. from Mar - Aug

Logo & link on event website

Acknowledged in press releases

Included in robust Facebook & Instagram paid campaigns

Tagline included in 92.9 radio ads

Tagline included in streaming radio platform ads

ONSITE BRANDING

Prominent logo placement on event banners -

- Holly Street banner (1)
- Stage banners (3)
- Wayfinding maps (4)
- Beer Garden banners (4)
- Code of Conduct signs (4)

Booth onsite to program

Emcee stage mentions nightly

Photo booth with logo on prints for concert attendees

\$20,000

2 AVAILABLE

CONCERT SPONSOR

MARKETING & ADVERTISING

Promoted as the designated VIP Sponsor in press and on event website

Logo featured in ad plan mentioned in Concert Sponsor tier

Logo & link on event website

Included in robust Facebook & Instagram paid campaigns

Logo and sponsor appreciation shared in email invitations to VIPs

- INSIDERS
- DBP Donors & Stewards

ONSITE BRANDING

VIP Lounge (21+)

- Branded signage on cocktail rounds
- Logo on VIP wristbands
- Branded entry tent banner & table skirt
- Branded banner along lounge area fencing
- 20 passes (5 per week) for your use

\$15,000

1 AVAILABLE

VIP LOUNGE SPONSOR



MARKETING & ADVERTISING

Promoted as the designated Family Alley Sponsor in press and on event website

Logo featured in ad plan mentioned in Concert Sponsor tier

Logo & link on event website

Included in robust Facebook & Instagram paid campaigns

ONSITE BRANDING

Featured on co-branded Family Alley banner

Featured on Family Alley wayfinding sandwich boards

Opportunity to co-create Family Alley activity hub; may include:

- Games
- Free product or merch
- Booth(s) with prizes

\$10,000

1 AVAILABLE

FAMILY ALLEY SPONSOR



MARKETING & ADVERTISING

Logo featured in ad plan mentioned in Concert Sponsor tier

Included in social media appreciation posts on Facebook & Instagram

Business name and link featured on Downtown Sounds webpage

ONSITE BRANDING

Company banner displayed along beer garden fencing

\$7,500

4 AVAILABLE

COMMUNITY SPONSOR