



EVERY THURSDAY APRIL - JULY

5:30 - 8:30 PM

Morgan Square, Downtown Spartanburg

Purpose: *Music on Main* is Downtown Spartanburg's favorite after-work social gathering. It's a destination point where you can meet your friends and colleagues, hear great live music, enjoy food and beverages in an outdoor setting, and just have fun! We're VERY EXCITED to again be on Morgan Square, the heart of downtown Spartanburg.

Attendance: Average attendance for each *Music on Main* is 500 people. A quick glance through the crowd shows that people of all ages enjoy *Music on Main*, from the very young to the young at heart.

Cost: The event is FREE to the public. Beverages are available for purchase.

Attractions: People can't resist the lure of *Music on Main*. For some it's the music, for others it's the great outdoors, and for still others, it's just hanging out with friends in the relaxed setting of downtown Spartanburg. *Music on Main* truly is a music lovers paradise. Where else can you go once a week and hear great music absolutely free? A different band takes the stage each week, playing a little bit of everything - Rock, Country, Soul, Blues, & Reggae. Homegrown bands are primarily featured each week.



MUSIC ON MAIN BENEFITS DETAIL

The following is a list of benefits available to Music on Main Sponsors. Check the listing for Sponsorship Opportunities to see what level you will receive as a sponsor.

ON SITE RECOGNITION

Banner placement at event.

Event Signage - sponsor logo on signage in event area.

Exhibit Space - On-site space to showcase and exhibit your product or service. A tent, tables, and chairs are provided to our sponsors.

Stage Announcements - Recognition from stage during Music on Main.

Invitation to **address audience**.

ADVERTISING

Radio - Promotional radio support from sponsor station.

Television - Company logo included in promotional video for Music on Main that airs on Charter Cable Channel 192 approximately 30 times per day - 7 days per week.

Newspaper - Cross-section of paid & promotional newspaper support.



Social Media

- Logo with hot link on festival website: (www.musiconmain.com)
- Inclusion on Facebook & Instagram.
- Weekly email blasts to approximately 1,000.

PRINTED EVENT COLLATERAL

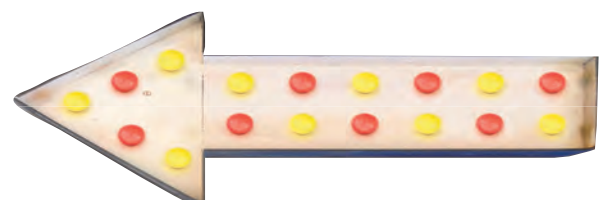
Flyers - Approximately 1,000 flyers distributed in the Spartanburg community.

Pocket Cards - Approximately 5,000 pocket cards distributed in the Spartanburg community.

Rack Cards - 3,000 rack cards placed in three SC Welcome Centers and in local hotels.

HOSPITALITY

- **Sponsor tickets** for beverages that can be used during the music series. Businesses can provide these free tickets to customers or employees as a special thank you or for networking opportunities.
- **Sponsor gathering** (with food & drinks) during the season.



SPONSORSHIP OPTIONS

PRESENTING SPONSOR **SOLD** \$10,000 Investment

The Presenting Sponsor of Music on Main will be offered the highest level of visibility and exposure to thousands of patrons who attend Music on Main, in addition to the thousands and thousands of households reached through the advertising and public relations effort. There will be 17 Music on Main events during the 2017 series.

MAJOR PATRON \$1,500 Investment

Music on Main is a very popular event with 500+ people coming out on a weekly basis. It's an excellent opportunity to put your name and products in front of the public in a professional, exciting and effective way. As a patron at this level, you will secure a visible spot at 5 consecutive events (or 5 dates of your choice).


SINGLE EVENT SUPPORTER \$500 Investment

Do you have a special promotion that you would like to showcase to 500+ people? Music on Main is the perfect event for you! For this small investment, you can gain tremendous exposure.

MEDIA SPONSORS

MOM needs the assistance of our local media to help publicize this weekly music series. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor.

AT A GLANCE BENEFITS

 BENEFIT	Presenting Sponsor \$10,000	Major Patron \$1,500	Single Event Supporter \$500
Music on Main Presented by...	Name		
Television Spots to feature	Logo		
Radio Spots to feature	Name		
Stage Announcements	✓	✓	✓
Exhibit Space with Tent, Tables & Chairs	✓	✓	✓
Print Promotions	Logo		
Advertising Flyer/ Poster	Logo		
On-Line Media	Logo		
On Site Banner(s)	✓	✓	✓
Event Signage	Logo		
Hospitality	✓	✓	✓

