

Blanket Sounds Sponsor Opportunities

A Music and Art in the Park Experience



Purpose and Overview

Background:

San Diego hosts a dynamic, diverse, and inclusive artistic scene that thousands of musicians, artists, and creatives call home. Thus, there is a rich opportunity to amplify San Diegans' creative contributions in a way that helps make the Arts more accessible to all, exposes youth to creative outlets, and creates a safe space for connecting with others. The inaugural Music and Arts in the Park summer series does just that!

Series Dates:

June 9, July 7, August 11, September 8

Series Highlights:

- 1.** Free to All
- 2.** Family Friendly
- 3.** Picnics Encouraged
- 4.** Kid-friendly creative activities

Series Overview:

Developed by SD Melanin with support from a group of collaborative partners, the Music and Arts in the Park summer series is a monthly music concert series featuring:



Live Bands



DJs



Interactive art installations and activities



Delicious food vendors

Location:

Music and Arts in the Park will be held at the iconic Waterfront Park overlooking the historic San Diego County Administration Center and the San Diego Bay.






Audience, Partners, and Sponsors

Attendees:	300-400 attendees per concert
Ages:	All ages
Gender:	60% women and 40% men
Parents:	50% parents/caregivers
Locations:	Pulling attendees across all of San Diego County

Collaborating Partners

SD Melanin (Lead Producer)	SD Melanin curates unique experiences that spark joy, build community, and enhance the cultural ecosystem in greater San Diego.
Winyl Club	This loose network of creatives, vinyl collectors, DJs, and wine enthusiasts engage with the vinyl and wine communities of San Diego.
Black San Diego	Provides a platform for Black-owned businesses, Entrepreneurs, and Black Professionals in San Diego to empower and strengthen the community.
Creative Engagement	Creating revolutionary experiences to advance transformational ideas and vibrational elevation.
Blac	Blac is an artist collective that explores transdisciplinary thinkers through visuals and dialogue.
Waving	Waving produces editorial experiences and media with a specialty in live storytelling.

Collaborating Partners' Collective Social Media Reach:

 45K Followers	 60K Followers	 30K email subscribers
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Sponsor Benefits

1. Support the Arts and creative communities in San Diego County



2. Support youth access to the Arts



3. Increase your organization's reach to an expansive audience of thousands of new potential members, customers, and followers



4. Expand Brand Awareness Recognition and exposure to over 100,000 via our multi-channel communications and marketing opportunities via our partner digital platforms. Opportunities include email and social media platforms, defined social pixels for superior audience targeting and conversions, onsite marketing at live events, and more!



5. Strengthen your content Strategy by accessing new content and fresh material to expand your social and digital strategy. Also, benefit from user-generated content that features your organization!



Current Sponsors:




Sponsorship Packages


Sponsor Benefits:	\$15k Showtime	\$10k Whole Note	\$5k Half Note	\$1K Quarter Note	\$500 Community
Top Billing on All Materials + Brand Exclusivity (include in printed collateral)	✓				
Inclusion in Press Release	✓				
Inclusion in Opening Remarks	✓	✓			
Article or Live News Mention	✓	✓			
Logo/Link on Program Home Page	✓	✓	✓	✓	
Social Media	<ul style="list-style-type: none"> 60-second commercial on brand IG and Facebook Account timeline Grid 60-second commercial on brand IG and Facebook Account Stories (broken up into segments) Sponsor Highlight 10 stories over the course of the season Facebook event sponsor highlight 	<ul style="list-style-type: none"> 30-second commercial on brand IG and Facebook Account timeline Grid 30-second commercial on brand IG and Facebook Account Stories (broken up into segments) Sponsor Highlight six stories over the season Facebook event sponsor highlight 	<ul style="list-style-type: none"> 30-second commercial on brand IG and Facebook Account timeline Grid 30-second commercial on brand IG and Facebook Account Stories (broken up into segments) Sponsor Highlight 4 stories over the season Facebook event sponsor highlight 	<ul style="list-style-type: none"> Sponsor Highlight one grid post over the season Sponsor Highlight 4 stories over the season Facebook event sponsor highlight 	<ul style="list-style-type: none"> Sponsor Highlight one grid post over the season Sponsor Highlight 2 stories over the season 1 Facebook event sponsor highlight
Email Blast highlighted in at least 4 email	✓	✓	✓		
RSVP Page	listed as showtime sponsor	listed as whole note sponsor	listed as whole note sponsor	listed as quarter note sponsor	
Exhibit Space at the Event	4	3	2	1	
Logo in Flyers	✓	✓	✓	✓	

Note: All donations are tax-exempt via 501(c)(3) status.

Other options are available.

Please contact Program Chair Loren Cobbs for more information at

 513-226-7761

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