Blanket Sounds Sponsor Opportunities A Music and Art in the Park Experience



Music in the Park • 2024 SPONSORSHIP OPPORTUNITIES

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
- 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:







location

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

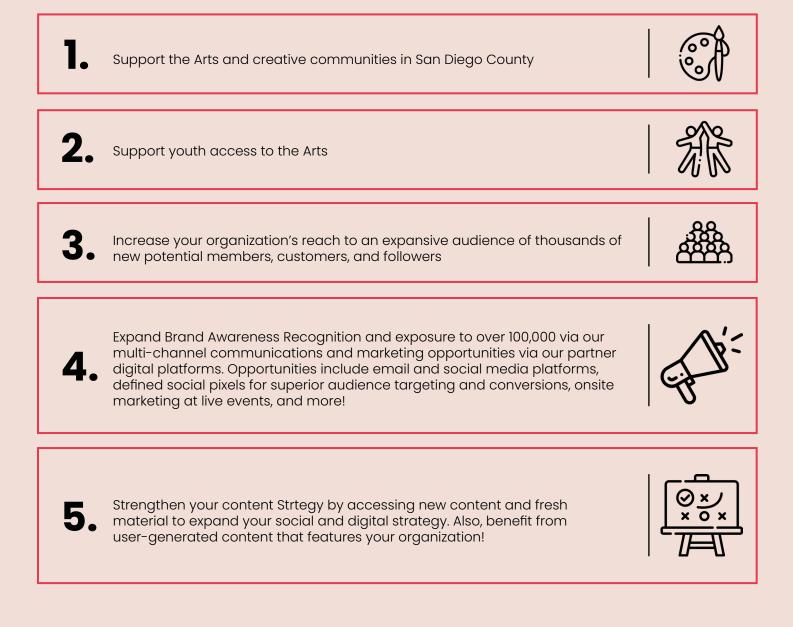
SD Melanin (Lead Producer)	SD Melanin curates unique experiences that spark joy, build community, and enhance the cultural ecosystem in greater San Diego.			
Winyl Club	This loose network of creatives, vinyl collectors, DJs, and wine enthusiasts engage with the vinyl and wine communities of San Diego.			
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:							
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45K Followers	60K Followers	30K email subscribers					

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Sponsor Benefits



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	\checkmark				
Inclusion in Opening Remarks	\checkmark	\checkmark			
Article or Live News Mention	\checkmark	\checkmark			
Logo/Link on Program Home Page	\checkmark	\checkmark	\checkmark	\checkmark	
Social Media	 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 	 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 	 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 	 Sponsor Highlight one grid post over the season Sponsor Highlight 4 stories over the season Facebook event sponsor highlight 	 Sponsor Highlight one grid post over the season Sponsor Highlight 2 stories over the season I Facebook event sponsor highlight
Email Blast highlighted in at least 4 email	\checkmark	\checkmark	\checkmark		
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	✓	\checkmark	\checkmark	\checkmark	

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

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513-226-7761

loren@sdmelanin.com

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