



## Sponsorship Opportunities

We are entering our third season of this very successful outdoor concert series with spring and fall concerts in 2017. The concert series is held in Mount de Sales' terraced amphitheater, which provides a unique Macon venue for "Chastain-style" concerts

where 300+ guests can enjoy music under the stars while dining at tables. The fun, upscale event is open to the public.

Why is *Music at the Mount* an ideal promotional opportunity?

- Sponsors reach hundreds of potential customers at two events with regular advertising (traditional and social media) over two three-month periods;
- Event patrons are influential customers with strong purchasing power;
- Concert venue is located in the thriving College Hill/Intown/Downtown neighborhoods and adjacent to Mercer University and draws area residents;
- Proceeds benefit an educational institution;
- **New this year! Concerts are promoted on local radio station The Creek 100.9.**

### ***Marquee Sponsor \$5,000***

Marquee listing just below event logo in: print advertising (posters displayed at area businesses, souvenir fans, e-tickets), social media mentions, and website; 200 30-sec event advertisements on Cox channels (\$5,000 value); 2 event banners on campus facing College Street and Orange/Columbus streets and event banner placed at Cavalier Fields; concert ad in monthly e-newsletter to alumni and quarterly to parents/donors (4,000+ contacts). Two premium tables (can be broken into individual tickets or tables of four) with dinner and drink tickets for each concert; CEO or designee may have a prominent role in the event; company may display a banner or products at concerts; ½ page company ad in de Sales Sheet (5,000+ households).

### ***Show Presenter \$2,500***

Presenter listing in: print advertising (posters displayed at area businesses, souvenir fans, e-tickets), social media mentions, and website; 200 30-sec event advertisements on Cox channels (\$5,000 value); 2 event banners on campus facing College Street and Orange/Columbus streets and event banner placed at Cavalier Fields (March-June); concert ad in monthly e-newsletter to alumni and quarterly to parents/donors (4,000+ contacts). Two premium tables (can be broken into individual tickets or tables of four) with dinners and drink tickets; may display a banner or products at concerts.

### ***Partner Sponsor \$1,000***

Partner listing in print advertising (posters displayed at area businesses, souvenir fans, e-tickets) and on website; social media mentions; 1 table of 8 and 4 additional tickets\* plus dinner and drink tickets. May display banner at event.

### ***Supporter \$750***

Supporter listing in print advertising (posters displayed at area businesses, souvenir fans) and website; social media mentions; 1 table of 8 plus dinner and drink tickets.