



EVENT SERIES 2024 SPONSORSHIP OPPORTUNITIES

WHEN:

Every Friday and Saturday Evening
July 5 – September 28, 2024
Music from 5:30-8:30pm

WHERE:

Downtown San Anselmo
Two Music Venues: Town Hall Plaza
& Creek Park Amphitheater
San Anselmo Avenue closed to vehicles

WHO - ATTENDANCE:

Multi-generational event
Over 31,000 local residents and visitors
from around the Bay Area
500-1500 people/evening (26 evenings total)

EVENT PRODUCTION COSTS: \$140,000

ATTENDANCE PRICE: FREE!

PARTNERS:

San Anselmo Chamber of Commerce

San Anselmo Live On The Avenue is where free live entertainment coincides with a pedestrian thoroughfare straight through the heart of town. It has created a place for people to stroll, shop, dine, play and dance with people from their neighborhood and also from all over the Bay Area. It's where Mayberry meets the Bay Area and musicians are lining up to play.

This event series was even featured in **The San Francisco Chronicle's Datebook** in 2022 as "Under-the-radar Bay Area performance series you need to know about right now"

Weekly live music and closed downtown streets make for festive, relaxed evenings in the cozy North Bay town of San Anselmo. Food and drink options are convenient, and harmonious sounds spilling out from a stage set in a creekside redwood grove drift toward those coming from a second stage set in front of the Town Hall Plaza.

WHAT'S IN IT FOR OUR SPONSORS



THE LIVE ON THE AVENUE CONCERT SERIES IN SAN ANSELMO IS A FANTASTIC SPONSORSHIP OPPORTUNITY FOR BUSINESSES TO SUPPORT THE LOCAL COMMUNITY AND RECEIVE VALUABLE ADVERTISING EXPOSURE AT THIS THREE-MONTH SERIES THAT SPANS OVER 26 EVENINGS. THIS EVENT BRINGS TOGETHER PEOPLE OF ALL AGES AND BACKGROUNDS TO ENJOY MUSIC IN THE OPEN AIR.





In addition to supporting the local community, donating to **Live On The Avenue** can also provide valuable advertising opportunities and exposure for your business. Depending on the level of participation, sponsors of the event receive prominent exposure on a variety of platforms.

Finally, **Live On The Avenue** is known for attracting high-quality and talented musicians from a wide range of genres. By donating to the event, individuals and businesses can help ensure that the music remains of the highest caliber, and that the event continues to be a standout in the Marin County community.

There is no better time to support this important event and help ensure its continued success for years to come.



Rock Star Sponsor (limit: 1)

\$25,000

- Stage naming rights
- Reserved parking space during the series
- Invitation for PA messages at any concert
- Verbal recognition at concert opening
- Includes 1 Spotlight Sponsor of your choice
- Option to select up to three bands
- Local giftcards to San Anselmo restaurants and shops
- Option for sponsor information table any evening
- Highly visible sponsor banner placement
- 4 VIP tickets to Beatles + Early Entry
- Sponsor logo on:
 - event website
 - Email and newsletter blasts
 - Social media – including 3 independent sponsor highlight posts
- Rockstar Advertisement on Movie Night previews

Premier Sponsors

\$15,000

- Verbal recognition at concert opening
- Includes one 501c3 Spotlight Sponsorship of your choice
- Option to select one band
- Local giftcards to San Anselmo restaurants and shops
- Option for sponsor information table any evening
- Highly visible sponsor banner placement
- Industry exclusivity
- Sponsor logo on:
 - event website
 - Email and newsletter blasts
 - Social media – including 2 independent sponsor highlight posts
- Premier Advertisement on Movie Night previews

Spotlight Sponsors

\$5,500

- Sponsor Logo on:
 - event website
 - Email and newsletter blasts
 - Public Parklet
 - Social media – including 1 independent sponsor highlight posts
- Option for sponsor information table any evening
- Spotlight Advertisement on Movie Night previews

Fan Club

\$1,500

- Sponsor Logo on:
 - event website
 - Social media
 - Public Parklet
- Option for sponsor information table at up to 5 evenings

WE ARE ALSO ACCEPTING IN-KIND DONATIONS AND SERVICES!



FOR MORE INFORMATION CONTACT:

Event Producer, **Mattie O'Grady**
 mogrady@townofsananselmo.org
 415/258-4670

