

A stylized graphic at the top of the page features a sun with a yellow center, green and blue segments, and a white horizon line. Below the sun are dark green and white shapes representing buildings or hills. The text 'THE COMMONS' is in white, and 'LIVE MUSIC SERIES '24' is in yellow.

THE COMMONS

**LIVE MUSIC
SERIES '24**

The Downtown Development Authority is excited announce the return of the Commons Live Music Series for its fifth season every Friday and Saturday night from 7 - 9 p.m. June 7 through September 28, 2024.

Since 2020, The Commons Live Music Series has become a staple in Downtown Midland's Pedestrian Plaza. It is the place to be for free, outdoor live music and dancing in the street!

The program supports local bands and musicians all across Michigan and beyond bringing on average 34 concerts per year to our beautiful downtown. 2023 was our best year yet, bringing close to 20,000 people to Downtown Midland over the course of the 2023 season. Additionally, our digital campaigns have reached a total of over 1 million people all over the state of Michigan.

The Commons Live Music Series continues to grow in popularity each year attracting more visitors and bands alike to our downtown. To make this event possible and better than ever, we are seeking sponsorship support. As one of Downtown Midland's largest programs, the Commons Live Music Series is a great way to promote your business to the Great Lakes Bay Region and beyond!

Please see the attached page with sponsorship levels and opportunities. Sponsorships will close on February 16, 2024. All questions can be directed to Kristina Loeffler, Downtown Event Coordinator, at kloeffler@midland-mi.org or (989) 837-3303.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (1)

\$10,000



- Logo on all 2024 Commons Live Music Series print materials and digital graphics.
- All advertisements and news releases will mention the music series is presented by your business.
- Big logo front and center on the 2024 stage skirt in the Pedestrian Plaza naming the presenting sponsor.
- Social media mentions on posts about the Commons Live Music Series.
- Logo on the Downtown Midland Commons Live Music Series website pages.
- Large logo on event sponsor banners hung on the stage.

SUPPORTING SPONSOR (2)

\$5,000



- Small logo on all 2024 Commons Live Music Series print materials and digital graphics.
- Name mention in all print news releases.
- Medium logo on either size of the presenting sponsor's logo on the 2024 stage skirt in the Pedestrian Plaza.
- Social media mentions on posts about the Commons Live Music Series.
- Logo on the Downtown Midland Commons Live Music Series website pages.
- Medium logo on event sponsor banners hung on the stage.

COMMUNITY SPONSOR (4)

\$2,500



- Name on all 2024 Commons Live Music Series print materials and digital graphics.
- Name mention in all print news releases.
- Small logo on the 2024 stage skirt in the Pedestrian Plaza.
- Social media thank you posts throughout the 2024 season.
- Logo on the Downtown Midland Commons Live Music Series website
- Small logo on event sponsor banners hung on the stage.



SPONSORSHIP OPPORTUNITIES

2024 Commons Live Music Series Sponsorship Form

June 7 - September 28, 2024

Deadline to Sponsor - February 16, 2024

If you would prefer to fill this out online, you can do so at: www.downtownmidland.com/music-sponsor

Sponsor Information:

Company Name:

Company Address:

City:

State:

Zip:

Contact Email:

Contact Phone:

Sponsorship Level:

Please make checks payable to:

City of Midland / CLMS
333 West Ellsworth Street
Midland, MI 48640.

By signing this agreement, I agree to sponsor the Commons Live Music Series for the 2024 season. I will pay my sponsorship fee on or before April 1, 2024 and provide a high resolution electronic version of my company logo to Kristina Loeffler at kloeffler@midland-mi.org.

Signature:

Date:

Printed Name: