

THE COMMONS LIVE MUSIC SERIES '25



Sponsorship Opportunities Available for the 2025 COMMONS LIVE MUSIC SERIES

Returning for its sixth season, the Commons Live Music series presents free live music in Downtown Midland every Friday and Saturday night from June through September.

The program supports local bands and musicians all across Michigan and beyond bringing on average 34 concerts per year to beautiful Downtown Midland.

The 2024 season had over 130,000 visitors to Downtown Midland over the course of the CLMS season. Additionally, the CLMS Facebook campaign reached more than 394.3K people.

Promote your business with sponsoring of the 2025 Commons Live Music Series. Sponsorship levels and opportunities attached.

For questions or more information, please contact Downtown Events Coordinator Kristina Loeffler, Downtown Event Coordinator, at kloeffler@midland-mi.org or (989) 837-3303.

If interested, complete the form [HERE](#)

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (1)

\$10,000



- Logo on all 2025 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 2025 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 2025 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 2025 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 2025 Commons Live Music Series print materials and digital graphics.
- Name mention in all print news releases.
- Small logo on the 2025 stage skirt in the Pedestrian Plaza.
- Social media thank you posts throughout the 2025 season.
- Logo on the Downtown Midland Commons Live Music Series website
- Small logo on event sponsor banners hung on the stage.

2024 MARKETING RECAP

SOCIAL MEDIA STATISTICS

98

SPONSOR
FACEBOOK
MENTIONS
INCLUDES EVENT PAGES

394.3K

FACEBOOK
REACH

81.3K

FACEBOOK
VISITS

22.9K

FACEBOOK
INTERACTIONS

51

SPONSOR
INSTAGRAM
MENTIONS

TOP THREE SOCIAL MEDIA POSTS (CUMULATIVE NUMBER OF PEOPLE REACHED)

08/20/2024



↑ **68.6K** ❤️ **812**
💬 **88** ➡️ **132**

05/28/2024



↑ **38.6K** ❤️ **301**
💬 **52** ➡️ **50**

06/04/2024



↑ **37.9K** ❤️ **1K**
💬 **141** ➡️ **45**

DOWNTOWN SUMMMER STATISTICS

SEASON
LENGTH

17

WEEKS

34

CONCERTS

LARGEST
CONCERT

5.6K

JEDI MIND TRIP

TOTAL #
OF VISITS
(Cumulative
Plaza Visits)

279.9K
VISITS

TOTAL # OF VISITORS
(Number of unique guests)

134.4K
VISITORS

**Statistics cover 5/28-9/30/24*