

THE COMMONS *LIVE MUSIC SERIES '25*



Sponsorship Opportunities Available for the **2026 COMMONS LIVE MUSIC SERIES**

Returning for its seventh 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 Pedestrian Plaza had over 90,000 visitors over the course of the 2025 CLMS season. Additionally, the CLMS Facebook campaign reached more than 372.4K people.

Promote your business with sponsoring of the 2026 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 2026 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 2026 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 2026 Commons Live Music Series print materials and digital graphics.
- Name mention in all print news releases.
- Medium logo on either side of the presenting sponsor's logo on the 2026 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 (6)

\$2,500



- Name on all 2026 Commons Live Music Series print materials and digital graphics.
- Name mention in all print news releases.
- Small logo on the 2026 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.

2025 MARKETING RECAP

FACEBOOK CUMULATIVE STATISTICS

(STATISTICS COVER 5/28-10/9/25 & 3/7/25)

97
FACEBOOK
MENTIONS
INCLUDES EVENT PAGES

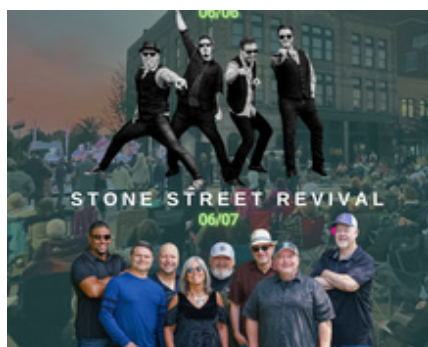
372.4K
FACEBOOK
REACH

84K
FACEBOOK
VISITS

21.5K
FACEBOOK
INTERACTIONS

TOP THREE SOCIAL MEDIA POSTS

(CUMULATIVE NUMBER OF PEOPLE REACHED)



👁️ **91.7K** ❤️ **524**
💬 **64** ➡️ **88**



👁️ **90K** ❤️ **1K**
💬 **279** ➡️ **201**



👁️ **53.5K** ❤️ **333**
💬 **101** ➡️ **89**

DOWNTOWN SUMMMER STATISTICS

(STATISTICS COVER PLAZA VISITORS FROM 6/6-9/27/25)

SEASON
LENGTH **17** **34**
WEEKS CONCERTS

LARGEST
CONCERT **4.9K**
JEDI MIND TRIP

*TOTAL #
OF VISITS
(Cumulative
Plaza Visits) **182.1K**
VISITS

*TOTAL # OF
VISITORS
(Number of unique guests) **90K**
VISITORS