

THE COMMONS LIVE MUSIC SERIES '26



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

Downtown Midland comes alive all summer long with the Commons Live Music Series. This free outdoor concerts series fills the Pedestrian Plaza with energy, connection and great summer vibes every Friday and Saturday night from June through September.

Now entering its seventh season, CLMS brings an average of 34 concerts each year to the heart of Downtown Midland, creating a fun, family-friendly atmosphere that draws residents and visitors alike.

In 2025, the Pedestrian Plaza welcomed more than 90,000 visitors, while our Commons Live Music Series social media campaign reached over 372,000 people – giving sponsors exceptional visibility and engagement with a broad regional audience.

Be part of the music! Promote your business by sponsoring the 2026 Commons Live Music Series. Sponsorship levels and opportunities are attached.

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

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

SPONSOR OPPORTUNITIES

PRESENTING SPONSOR (1)

\$7,500



- 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 banner hung on the stage.

SUPPORTING SPONSOR (2)

\$4,000



- 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 size 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 banner 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 mentions on posts about the Commons Live Music Series.
- Logo on the Downtown Midland Commons Live Music Series website
- Small logo on event sponsor banner 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