

THE COMMONS *LIVE MUSIC SERIES '27*



Sponsorship Opportunities Available for the **2027 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 eight 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 2027 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)

\$10,000



- Logo included on all 2027 Commons Live Music Series print materials and digital graphics.
- Name mention in all print news releases.
- Large logo included on the stage skirt in the Pedestrian Plaza.
- Large logo included on event sponsor banner hung on the stage.
- Social media mentions on all Commons Live Music Series posts.
- Logo on the Downtown Midland Commons Live Music Series website pages.
- Recognized as the Presenting Sponsor across 6 weeks of radio advertising (*stations may vary*).
- Opportunity to set up information table at 2 agreed upon concerts. (*Downtown Midland reserves the right to deny a date if conflicts with other planned programming*)

SUPPORTING SPONSOR (2)

\$5,000



- Small logo included on all 2027 Commons Live Music Series print materials and digital graphics.
- Name mention in all print news releases.
- Medium logo included on the stage skirt in the Pedestrian Plaza.
- Medium logo included on event sponsor banner hung on the stage.
- Social media mentions on all Commons Live Music Series posts.
- Logo on the Downtown Midland Commons Live Music Series website pages.
- Opportunity to set up information table at 2 agreed upon concerts. (*Downtown Midland reserves the right to deny a date if conflicts with other planned programming*)

COMMUNITY SPONSOR (6)

\$2,500



- Name included on all 2027 Commons Live Music Series print materials.
- Name mention in all print news releases.
- Small logo on event sponsor banner hung on the stage railing.
- Social media mentions on any posts marketing the full Commons Live Music Series.
- Logo on the Downtown Midland Commons Live Music Series website.
- Name mention in each of the concert Facebook events.