

3RD ANNUAL

# LAFAYETTE MUSIC FEST

LAFAYETTE, COLORADO



2024

# SPONSORSHIP PACKAGES

# THE FESTIVAL

Celebrating the power and diversity of music in Boulder County's artsiest town.



The Lafayette Music Fest, founded in 2022, is a grass-roots, independent music festival held along South Boulder Road on the first Saturday in October. We host dozens of diverse musicians on multiple stages for one great day of live music.

We pride ourselves on being one of the highest paying music festivals in the area with almost all of the musicians being paid the Colorado Musicians Union living wage.

This is a music festival started by music lovers and for music lovers.



# THE DETAILS

OCT 5 2024 - NOON TO MIDNIGHT

ONE DAY - TONS OF MUSIC ON EIGHT STAGES!

- NISSI'S EVENT CENTER
- THE END LAFAYETTE
- TIER TWO LIVE
- THE ARTS HUB
- MUSE PERFORMANCE SPACE
- THE DISTRICT (FREE STAGES X3)



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## TARGET OF 1,500 ATTENDEES & PARTICIPANTS

- NEARLY 500,000 PEOPLE LIVE WITHIN A TEN MILE RADIUS OF LAFAYETTE
  - THESE LOCAL VENUES HAVE STRONG AUDIENCE REACH, FROM DENVER TO FORT COLLINS
  - TARGETED ADVERTISING IMPRESSIONS SET TO REACH AT LEAST 50% OF POPULATION
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# THE ORGANIZERS



ROCK FOR THE PEOPLE envisions a world free of barriers and limits for musicians and their fans, regardless of age, income, gender, race, ethnicity, orientation, or ability.

ROCK FOR THE PEOPLE is partnering with community leaders and local organizations to shine a bright light on the musicians and fans who make up our local music community. We believe in Lafayette as an epicenter for musical diversity, creativity, and appreciation, and we want to see our local Lafayette music scene thrive on for decades to come.

ROCK FOR THE PEOPLE is a 501(C)(3) nonprofit organization based right here in Lafayette, CO. For more information about us and our mission, please visit [www.rockforthepeople.org](http://www.rockforthepeople.org)



# SPONSORSHIP LEVELS

## MAJOR SPONSORS

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### EXCLUSIVE HEADLINE PARTNER - \$10,000

- YOUR BRAND, LOGO AND TAGLINE DISPLAYED OR PROMOTED:
  - ON ALL PRINT AND ONLINE MARKETING MATERIALS NEXT TO OR BELOW LMF LOGO
  - PRINTED POSTERS AT EACH VENUE
  - INCLUDED IN SOCIAL MEDIA POSTS
  - MENTIONED ON ALL AUDIO PROMOTION (INCLUDING PODCASTS AND RADIO SPOTS)
- YOUR LOGO PROUDLY DISPLAYED ON OR NEAR OUR STAGES
- OPPORTUNITY FOR SOCIAL MEDIA CROSS-POSTING RIGHTS FOR EACH PERFORMANCE
- YOUR LOGO DISPLAYED IN LMF EMAIL MARKETING CAMPAIGNS
- 100 PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS

### SUPPORTING PARTNER - \$5,000

- YOUR BRAND, LOGO AND TAGLINE DISPLAYED OR PROMOTED:
  - ON A LIMITED NUMBER OF PRINT AND ONLINE MARKETING MATERIALS
  - INCLUDED IN FOUR SOCIAL MEDIA POSTS
- YOUR LOGO PROUDLY DISPLAYED ON OR NEAR OUR STAGES
- OPPORTUNITY FOR SOCIAL MEDIA CROSS-POSTING RIGHTS FOR SPECIFIC ACTS
- YOUR LOGO DISPLAYED IN LMF EMAIL MARKETING CAMPAIGNS
- 50 PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS

### STAGE PARTNER - \$1,500

- YOUR LOGO PROUDLY DISPLAYED AT ONE STAGE
- SOCIAL MEDIA CALL OUTS LEADING UP TO THE EVENT
- OPPORTUNITY FOR SOCIAL MEDIA CROSS-POSTING RIGHTS FOR SPECIFIC ACTS
- 15 PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS

### TICKET PARTNER - \$1,000

- YOUR LOGO ON TICKET WEBSITE AND ON PHYSICAL WRISTBANDS
  - CAN BE COMBINED WITH THE SUPPORTING PARTNER LEVEL
  - 10 PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS
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# SPONSORSHIP LEVELS

## LOCAL PARTNER - \$500



- YOUR LOGO DISPLAYED ON LMF WEBSITE AND POSTERS
- YOUR LOCATION DISPLAYED ON MAP OF SPONSORING BUSINESSES
- ONE SOCIAL MEDIA POST BY AT LEAST ONE VENUE OR PERFORMER
- YOUR LOGO DISPLAYED IN LMF EMAIL MARKETING CAMPAIGNS
- BOOTH SPACE IN COMMUNITY STAGE AREA (OPTIONAL)
- FOUR PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS

## LMF MEGA FAN - \$150



- YOUR NAME ADDED TO OUR FESTIVAL MEGA FAN POSTER
- EXCLUSIVE ACCESS TO LMF KICKOFF PARTY
- LAFAYETTE MUSIC FEST T-SHIRT
- ONE FREE PASS TO THE FEST

## GOT ANOTHER IDEA?

- IF YOU HAVE AN INNOVATIVE IDEA FOR SPONSORSHIPS OR CROSS-PROMOTION, REACH OUT AND LET US KNOW! WE LOVE CREATIVITY!





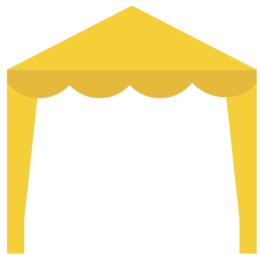
# BUSINESS COLLABORATIONS

Lafayette is known as a creative hub for self-expression, and there's no greater evidence of this than the shops, restaurants, and businesses that blanket our town. Your support of the arts means so much to the talented individuals who live and work in our community.

We would love for your local business or organization to join in the fun of the Lafayette Music Festival as a sideshow partner. We have several ways for you to get involved, and drive even more business to your location.

## COMMUNITY BOOTH SPACE - \$500

**THE COMMUNITY STAGES AT THE DISTRICT ARE FREE FOR EVERYONE TO COME ENJOY LIVE MUSIC. WE HAVE MULTIPLE STAGES, FOOD TRUCKS, AND A BEVERAGE SERVICE TO ENSURE IT'S NOTHING BUT SMILES ALL AROUND.**



- INCREASE EXPOSURE TO YOUR BRAND IN FRONT OF HUNDREDS OF MUSIC LOVERS!
- 10' X 10' AREA IN THE FESTIVAL AREA OF THE DISTRICT
- POWER AND WIFI AVAILABLE IF NEEDED
- TENT & FURNITURE NOT INCLUDED
- FREE FOR "LOCAL PARTNER" SPONSORSHIP LEVEL OR ABOVE

## WRISTBAND PARTNER - FREE!



**AS A COMMUNITY EVENT, WE WANT ALL BUSINESSES IN THE AREA TO BE INVOLVED! HELP US IN BRINGING LAFAYETTE INTO THE SPOTLIGHT BY OFFERING AN INCENTIVE FOR ATTENDEES TO VISIT YOUR SHOP OR RESTAURANT.**

- JOIN IN BY MARKETING TO FESTIVAL ATTENDEES
- ADVERTISE AT LEAST A 10% DISCOUNT FOR WRISTBAND HOLDERS
- OPPORTUNITY TO BE FEATURED ON MAP OF BUSINESS SUPPORTERS

# LAFAYETTE MUSIC FEST

[WWW.LAFAYETTEMUSICFEST.COM](http://WWW.LAFAYETTEMUSICFEST.COM)



[@LAFAYETTEMUSICFEST](https://www.instagram.com/LAFAYETTEMUSICFEST)



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