



Connecting Local Communities With Live Music

Connect Your Brand to the **\$26 Billion Dollar Market** of loyal Concert Attendees

Quick Facts

- Concert attendance was **UP 16%** in 2016, reaching 70 million nationwide
- Of the \$26 Billion Dollars of music consumed in 2015, **52% was at live events**
- 54% of USA residents with a household income exceeding \$100,000 reported they **ONLY** attended classical music concerts in 2015.
- 91% of global consumers are **likely to switch brands** to one associated with a good cause, given comparable price and quality.
- 61% of consumers are willing to try a new brand, or one they've never heard of, because of its **association with a particular cause**.



What is the *HOLIDAY SPECTACULAR*?

The "HOLIDAY SPECTACULAR" is a live music event in St. Petersburg, Florida featuring over 150 of the best, hand-picked amateur and professional performers in the Tampa Bay region. Started in 2012 by The Island Chapel, the concert is now presented by the **Dunedin Music Society** and headlines the **Second Winds** directed by Bill Findeison, as well as multiple choirs including the **Suncoast Singers**, **Voices of Tarpon Community Chorus**, and the **Pasadena Community Church Choir**.

Key Benefits

1. **Brand visibility:** Attracting customers to your brand and keeping them interested.
2. **Recognition:** Strengthening your brand image by humanizing it.
3. **Creative Approval:** Improving company or product awareness and visibility.
4. **Metrics:** Targeting a particular demographic.
5. **Communication:** Educating the public about your products and services
6. Distinguishing your company's brand from competitor brands.
7. Showing community responsibility or corporate social responsibility
8. Getting more involved with a community and building your company's credibility

Charitable Partner



The Dunedin Music Society is a 501c3 not-for-profit public charity that helps connect local communities with live music. A portion of your sponsorship may be tax deductible to the extent permitted by law.

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CALL NOW! 727.800.3727

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Sponsorship Packages

Presenting Sponsor Investment: \$12,000

- Cause-related marketing
- Direct links to website
- Exposure
- Extended reach
- Promotional rights
- Recognition
- Reinforce brand
- Establish goodwill

Package includes benefits of all packages, Naming rights as a Presenting Sponsor of concert, Product giveaways during concert, Local media, video, blog, podcast and multi-website presence, Presentation of "Community Influencer Award" with press release, Concert step & repeat, Category exclusivity, Logo on audience-facing side of conductor's podium, Logo projected on stage, Post-concert apparel, and Dedicated follow-up promotion to concert attendees.

Celebrity Sponsor Investment: \$6,000

- Extended Media Reach
- Cause-related marketing
- Promotional rights
- Reinforce brand
- Establish goodwill
- Spokesperson

Benefits package includes all benefits of the Onstage Sponsor, Commercial radio, TV, print and digital media, Online multimedia, Dedicated advance campaign to all concert attendees, Spokesperson, Product placement, "Community Partner" certificate award.

Onstage Sponsor Investment: \$3,000

- Connection
- Access
- Extended Reach
- Visibility

Benefits package includes all benefits of a Backstage Sponsor, an Award in company name, Multiple press releases, Sampling, couponing and onsite sales, Professional and amateur music-related membership organizations, Onstage recognition at concert, Half page ad in attendee concert program, and customized award presentation.

Backstage Sponsor Investment: \$1,500

- Visibility
- Access
- Extended Reach

Benefits package includes Social media mentions, Logo in multiple newsletters, VIP Hospitality, Musical Director meet & greet, Attendee program recognition at concert, Email Marketing, Logo on event website, Mention on multiple radio and TV stations reaching 475,000+, and event signage and exhibitor opportunity.

Previous partners include



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