

# LIVE from TOLAN SQUARE

A SUMMER-LONG MUSIC FESTIVAL

**Live from Tolan Square** features live music every Friday from June - September. A huge success by all accounts, the series showcases local musicians from multiple genres and attracts thousands of people during the course of the event series. The series contributes to the vibrancy of Milan's downtown, connects neighbors and friends, attracts visitors, generates revenue for local businesses, and is just plain fun!

Back for a third season, Milan's very own "Summer-Long Music Festival" includes live music events during 3rd Thursdays. With five events every month June - September, Live from Tolan Square offers sponsors tremendous exposure, elevates awareness, and connects your brand to a vibrant and positive cultural event in our community.

## SUMMER CONCERT SERIES DATES

### JUNE:

9, 15\*, 16, 23, 30

### JULY:

7, 14, 20\*, 21, 28

### AUGUST:

4, 11, 17\*, 18, 25

### SEPTEMBER:

8, 15, 21\*, 22, 29

\*3rd Thursdays

- All performances are 5-8 PM
- All performances will take place in Tolan Square

*In case of inclement weather, when possible, performances will be relocated into an alternative venue in the downtown district*



## SPONSORSHIP OPPORTUNITIES

### SIGNATURE SPONSOR: \$3,500

(one available / exclusive)

As the signature sponsor, you secure exclusive naming rights to the entire summer-long music festival. For example: Milan Main Street's Live from Tolan Square Summer Music Festival (insert your business name in place of Milan Main Street)

- Naming rights to the entire series
- Prominent and dominant logo placement on all signage, graphics, and website
- Opportunity to introduce all performance or make remarks during performer breaks
- 6 Complimentary tickets to Wine Walk\*
- Logo also included with all general sponsors
- Multiple Social Media sponsorship shout outs

### PRESENTING SPONSOR: \$1,000

(four available / month exclusive):

Select a month to sponsor and receive prominent recognition during that month as well as general sponsorship benefits all season long.

- Prominent recognition as presenting sponsor on all signage, graphics, and website associated with the month you sponsor
- 2 Complimentary tickets to Wine Walk\*
- Logo also included with all general sponsorships so you receive season-long recognition
- Social Media sponsorship shout out at launch of program and during the month you present

### GENERAL SPONSOR: \$250

- Logo placement on Tolan Square event signage and on website
- Name listed on miscellaneous promotional materials
- Social Media sponsorship shoutout

\*These events are subject to cancellation due to weather, COVID-related concerns, and other unanticipated events and occurrences.

All sponsors will also receive recognition on digital billboard in downtown once it is installed. Installation date yet to be determined. Sponsor recognition on digital billboard will coincide with installation date.

# 3RD THURSDAYS

**3rd Thursdays** has been the most-anticipated event in downtown Milan since it began in 2017. Every third Thursday from June through September a mini festival unfolds in the downtown district. Featuring live music, food trucks, artisan vendors, kids activities, and more, 3rd Thursdays attracts hundreds of people to Milan's downtown each month.

## PRESENTING SPONSOR

\$3,000

### One available / exclusive

As the presenting sponsor, your name and/or logo will be prominently positioned next to the event name on ALL promotional materials (digital and print) including social media event listings and digital billboard\* in the downtown.

- 6 Complimentary tickets to Wine Walk\*
- Logo also included with all general sponsors
- Multiple Social Media sponsorship shout outs
- Opportunity to have a table in a prominent location at all events
- Opportunity to hang banner in Tolan Square / on or near Main Stage for all events

## EVENT SPONSOR: ONE PER MONTH

\$1,000

### Four available / month exclusive

Select a month to sponsor (June, July, August or September)

Your name and/or logo prominently displayed on ALL promotional materials (digital and print) for the month you sponsor including social media event listings and digital billboard\* in the downtown.

- 4 Complimentary tickets to Wine Walk\*
- Logo also included with all general sponsors
- Multiple Social Media sponsorship shout outs
- Opportunity to have a table in a prominent location during the month you sponsor
- Opportunity to hang banner in Tolan Square / on or near Main Stage during the month you sponsor

## SUPPORTING SPONSORS

\$250

- Logo placement on 3rd Thursdays event signage, digital billboard in the downtown\* and on website
- Name listed on miscellaneous promotional materials
- Social Media sponsorship shout out

\*installation date of digital billboard yet to be determined. Sponsor recognition on digital billboard will coincide with installation date.