

# 2018 Rockin' Round Up Sponsorship Opportunities

ACL Moody Theater • February 15, 2018

All sponsors and their guests will be invited to the Pre-Concert Reception, including drinks and heavy appetizers.

## Presenting Sponsor - \$25,000

- VIP Partner Suite for 30 guests, includes drinks + bites, OR premium floor access with drinks and bites.
- Premium logo/name recognition placement on mezzanine, visual displays, and all marketing materials
- Signed, artist-designed limited edition concert poster/print
- Backstage meet-and-greet with artist/s for 6 guests (3 photos)
- Private photographer for suite guests
- Access to the VIP After Party (30 guests)
- All Presenting Sponsor benefits

## Entertainment Sponsor - \$15,000

- Private mezzanine suite for 20 guests, includes drinks + bites, OR premium floor access with drinks and bites
- Prominent logo/name recognition placement on mezzanine, visual displays, and all marketing materials
- Artist-designed, limited edition concert poster/print
- Backstage meet-and-greet with artist/s for 4 guests (2 photos)
- Access to the VIP After Party (20 guests)
- All Platinum Sponsor benefits

## VIP After-Party - \$15,000

- Private mezzanine suite for 20 guests, includes drinks + bites, OR premium floor access with drinks and bites
- Prominent logo/name placement on visual displays, and all marketing materials as After-Party Sponsor
- Artist-designed, limited edition concert poster/print
- Backstage meet-and-greet with artist/s for 4 guests (2 photos)
- Access to the VIP After Party (20 guests)
- All Platinum Sponsor benefits

## Ladybird Sponsor - \$10,000 (2 available)

- Private mezzanine suite for 10 guests, includes drinks + bites, OR premium floor access with drinks and bites
- Featured logo/name placement on visual displays, and all marketing materials
- Backstage meet-and-greet with artist/s for 2 guests (1 photo)
- Access to the VIP After Party (4 guests)
- All Ladybird Sponsor benefits

## Violet Crown - \$5,000

- Premium floor access for 10 guests
- Logo/name recognition on signage and marketing materials and website link to sponsor site
- VIP early access
- Access to the VIP After Party (2 guests)
- All Violet Crown Sponsor benefits

## Waterloo - \$2,500 (15 available)

- Premium floor access for 6 guests
- Logo/name placement on signage and marketing materials and website link to sponsor site
- VIP early access
- All Waterloo Sponsor benefits

## Date Night Packages - \$1,000 (11 available)

- Two concert tickets at a private mezzanine table
- Bar and bites package included
- VIP early access to mezzanine level

	Presenting	Platinum	Ladybird	Violet Crown	Waterloo
<b>Custom Opportunities</b>					
Create a custom co-branded social media campaign	•				
Provide pre-event special offers/promotions	•	•			
Any Baby Can to host Families First tour for employees	•	•	•		
Agreed upon product(s) for swag bags	•	•	•	•	
<b>Marketing Media Opportunities</b>					
Dedicated Any Baby Can news release	•				
Highlighted on Any Baby Can homepage slider	•				
Featured in event modules on Any Baby Can homepage	•				
Featured on Any Baby Can blog	•				
Dedicated email announcing partnership, including link	•	•			
Designated representative to serve as media spokesperson	•	•			
Tag advertising on any secured and guaranteed media	•	•	•		
Rights to use the Any Baby Can logo/name	•	•	•	•	
Listed in all subsequent media advisories/news releases	•	•	•	•	•
Logo with link on Any Baby Can concert webpage	•	•	•	•	•
Logo presence in event email promotions	•	•	•	•	•
Inclusion in social media	•	•	•	•	•
Logo placement on Any Baby Can blog	•	•	•	•	•
<b>Promotional Materials</b>					
Logo on event signage and banner(s)	•	•	•	•	•
Logo on printed materials	•	•	•	•	•
<b>Event Day Benefits</b>					
VIP Private Mezzanine Suites for sponsors and guests	Seating for 30	Seating for 20	Seating for 10	Seating for 10	Seating for 6
Premium Floor Access (if selected as alternative to suites)	Seating for 30	Seating for 20	Seating for 10	Seating for 10	Seating for 6
Reserved/VIP Parking for corporate representatives	Parking for 5	Parking for 4	Parking for 3	Parking for 2	Parking for 1
Corporate representative to speak from stage	•				
Interview corporate representative with Facebook Live	•	•			
Bar Invites for sponsors and guests	•	•	•		
Backstage Meet and Greet with musicians	•	•	•		
Placement of logo for stage banner recognition	•	•	•		
Corporate banner displayed	•	•	•	•	
VIP Early Access	•	•	•	•	•
PA recognition at event	•	•	•	•	•
Logo recognition on visual displays	•	•	•	•	•
<b>Post Event Benefits</b>					
Partner impact report delivered 60 days post event	•	•	•	•	•
First Right of Refusal to sponsor next year's event	•	•	•	•	•