

2018 Rockin' Round Up Sponsorship Opportunities

ACL Live at The 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 - \$35,000

- VIP Partner Suite for 40 guests, includes drinks + bites, OR premium floor seats
- Premium logo/name recognition on mezzanine, visual displays, and all marketing materials as Presenting Sponsor
- Backstage photo opportunity with the band for 6 guests (3 photos)
- Private photographer for suite guests
- Access to the VIP After-Party (40 guests)
- All Presenting Sponsor benefits

Entertainment Sponsor - \$15,000

- Private mezzanine suite for 20 guests, includes drinks + bites, OR premium floor seats
- Prominent logo/name recognition on visual displays and all marketing materials as Entertainment Sponsor
- Backstage photo opportunity with the band for 4 guests (2 photos)
- Access to the VIP After-Party (20 guests)
- All Entertainment Sponsor benefits

VIP After-Party Sponsor - \$15,000

- Private mezzanine suite for 20 guests, includes drinks + bites, OR premium floor seats
- Prominent logo/name recognition on visual displays, and all marketing materials as VIP After-Party Sponsor
- Backstage photo opportunity with the band for 4 guests (2 photos)
- Access to the VIP After-Party (20 guests)
- All VIP After-Party Sponsor benefits

Ladybird Sponsor - \$10,000

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

Violet Crown Sponsor - \$5,000

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

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

- Premium floor seats for 6 guests, includes drinks
- Logo/name recognition on signage and marketing materials and website link to sponsor's website
- VIP early access
- All Waterloo Sponsor benefits

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

- Two premium mezzanine concert tickets at a private table, includes drinks + bites
- VIP early access

Presenting	Entertainment & VIP After-Party	Ladybird	Violet Crown	Waterloo
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Custom Opportunities

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	•	•	•	•	

Marketing Media Opportunities

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	•	•	•	•	•

Promotional Materials

Logo on event signage and banner(s)	•	•	•	•	•
Logo on printed materials	•	•	•	•	•

Event Day Benefits

VIP Private Mezzanine Suite for sponsors and guests	Seating for 40	Seating for 20	Seating for 10	Seating for 10	Seating for 6
Premium Floor Seats (if selected as alternative to suites)	Seating for 40	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	•	•			
Backstage photo opportunity with musicians	•	•	•		
Placement of logo for stage banner recognition	•	•	•		
Corporate banner displayed	•	•	•	•	
Drink tickets for sponsors and guests	•	•	•	•	•
VIP Pre-Reception and Early Access	•	•	•	•	•
PA recognition at event	•	•	•	•	•
Logo recognition on visual displays	•	•	•	•	•

Post Event Benefits

Partner impact report delivered 60 days post event	•	•	•	•	•
First right of refusal to sponsor next year's event	•	•	•	•	•