



## **BANDS ON THE BAY**

### **Bar Sponsorship Package**

**Investment:** \$1,000 + HST

The **Bands on the Bay Bar Sponsor** receives premium visibility throughout the Bands on the Bay concert series while connecting directly with attendees through beverage promotion and on-site engagement opportunities.

#### **Sponsorship Benefits Include:**

- **Bar Signage:** Prominent sponsor signage displayed at the concert bar area throughout the Bands on the Bay series.
- **Feature Drinks:** Opportunity to highlight and promote sponsor beverages as feature drinks at the bar during events.
- **Product Tastings:** Opportunity to provide tastings or sampling at select events, subject to venue guidelines and approvals.
- **Website Recognition:** Logo of the sponsor displayed on the venue website, including on each Bands on the Bay event page and the venue sponsor page.
- **Social Media Recognition:** Sponsor logo included on Facebook event pages and in new social media posts promoting the Bands on the Bay series.
- **Email Marketing Recognition:** Sponsor logo included in email newsletters promoting the Bands on the Bay concert series.

This sponsorship provides a unique opportunity to align your brand with one of the region's most popular summer music events while engaging directly with concert attendees in a relaxed waterfront setting.

Interested in becoming the Bands on the Bay Bar Sponsor? For more information about this sponsorship opportunity, please contact Nicole Mullen at [nmullen@stockeycentre.com](mailto:nmullen@stockeycentre.com) or 705-746-4466.