

# Make Music Pasadena

Saturday, June 16, 2012 • 11am–11pm



- Southern California's largest **FREE** music festival.
- 35,000 event day attendance.
- 60 million media impressions.
- Sponsorship advertising value 1.2 million.
- Culturally diverse programming.
- International headliners and Grammy-award winning artists.



**Make Music Pasadena** is a free, all-day, all-ages music celebration that takes place during World Music weekend, Saturday, June 16, 2012. Make Music Pasadena is Southern California's only **FREE** musical festival that features Grammy-award winning and platinum-recording artists, along with homegrown and emerging talent. Yearly, the event draws over **35,000 festival goers**.

Make Music Pasadena targets a multi-generational and culturally diverse audience with a key target of ages 18–45 years old. Attendees range from cultural leaders to avant-garde urbanistas, and hard-to-reach influentials.

Make Music Pasadena audiences have an average household income of \$30,000 to \$150,000. Due to our eclectic programming we attract a diverse audience.

Make Music Pasadena features Grammy-award winning and internationally known artists performing at six themed main stages including a world music, jazz, indie rock, Latin, and an emerging artists stage.

Make Music Pasadena spans more than 20 city blocks and includes over 100 free concerts throughout Downtown Pasadena, a world-class venue.



## MEDIA PRAISES:

"There's Make Music Pasadena, an orgy of 300 shows throughout the city at \$0, the admission price can't be beat. And with Kinky, the Raveonettes, Autolux, Dengue Fever, and the Little Ones playing, neither can the lineup." **Los Angeles Times**

"KCRW is presenting the free Make Music Pasadena festival on June 18 and the lineup is incredible! You'll find more than 100 artists performing in more than 30 impromptu public spaces. It is a real celebration of music and, best of all, its completely free." **89.9 KCRW**

"What's impressive about the annual Make Music Pasadena is how many constituencies the festival is serving over one day...With more than 50 performances scattered around 17 venues, the free, all-ages shows feature artists with impressive resumés." **LA Weekly**

"The diverse festival exemplifies what Southern California is all about." **NME**

"Music festivals nationwide are now in full bloom, and the Make Music Pasadena Festival was pulling out all its cards. With a wide variety of (did I mention free?) musical talent in many stages across town." **The Music FM**

**Featured in over 120 media outlets including: New York Times, Billboard, Rolling Stone, NPR, KABC, KNBC Los Angeles Times, Chicago Tribune, Pitchfork.com, Hollywood Reporter and LAist.com** among others.

## Past Sponsors Include:

- |                    |                    |                    |                  |                             |
|--------------------|--------------------|--------------------|------------------|-----------------------------|
| • Toyota           | • Vitamin Water    | • Marriott Hotels  | • Monster Energy | • Los Angeles Times         |
| • French Consulate | • Urban Outfitters | • Whole Foods      | • Gibson         | • Wells Fargo               |
| • Metro            | • Filter           | • 89.9 KCRW        | • Brand X        | • Luckman Fine Arts Complex |
| • LA Weekly        | • La Opinión       | • Music Connection | • GM             |                             |

## MAKE MUSIC PASADENA TITLE SPONSOR: \$100,000 (One Available)

### Media Benefits

- Category exclusivity.
- “Presented by” credit with logo on all signage to include but not limited to: print and online ads and event email blasts.
- Customized branding experience in desirable event locations.
- Mention and representation on ALL marketing and business materials including but not limited to: mailers, press releases, email blasts, e-vites, and PSA's. Estimated total number of media impressions: **60 million**.
- Logo recognition on regional/direct outreach pieces to reach over **500,000 consumers** to include postcards, t-shirts, banners, posters, etc.
- Recognition throughout all top tier media sponsors to heighten visibility and reach over **5 million Southern California residents**.
- Five million Run of Site (ROS) impressions.
- Logo and link prominently displayed on all social media marketing sites including: website (makemusicpasadena.com), Facebook, MySpace, Twitter, etc.

### On-Site Benefits

- Two 10' x10' booths in high traffic areas throughout the event.
- Product sampling and/or product showcasing (in high-traffic areas throughout the event).
- Logo presence on festival laminates.
- Three 4' x6' on-site banners or signs strategically located throughout the event (to be provided by sponsor).
- Logo recognition at performance stages.
- Vendor supplied t-shirts/merchandise worn by more than 100 volunteers on the day of event.
- Opportunity for company representative to present headliner at main stage.
- Inclusion in PA announcements.

### Hospitality

- Ten VIP access and backstage area tickets.
- Ten parking passes.



## MAIN STAGE PRESENTING SPONSOR IN OLD PASADENA: \$40,000 (One Available)

Old Pasadena is an award-winning historic downtown district showcasing more than 300 exclusive national retailers, independent boutiques, and critically acclaimed restaurants and cafes. It is the largest and most highly trafficked venue of the Festival, featuring internationally known headliners.

### Media Benefits

- Category exclusivity.
- Main stage “presented by” credit with logo on all signage including but not limited to print and online ads and event email blasts.
- Mention and representation on ALL marketing and business materials including but not limited to: mailers, press releases, email blasts, e-vites, and PSA's. Estimated total number of media impressions: **60 million**.
- Logo recognition on regional/direct outreach pieces to reach over **500,000 consumers** to include postcards, t-shirts, banners, posters, etc.
- Recognition throughout all top tier media sponsors to heighten visibility and reach over **5 million Southern California residents**.
- Five million Run of Site (ROS) impressions.
- Logo and link prominently displayed on all social media marketing sites including: website (makemusicpasadena.com), Facebook, MySpace, Twitter, etc.

### On-Site Benefits

- Two 10' x 10' booths in high traffic area near main stage.
- Product sampling and/or product showcasing in main stage area.
- Two 4' x 6' on-site banners or signs strategically located at main stage (to be provided by sponsor).
- Inclusion in PA announcements.

### Hospitality

- Eight VIP access and backstage area.
- Eight parking passes.



## PLAYHOUSE DISTRICT “WORLD MUSIC” STAGE SPONSOR: \$30,000 (One Available)

The Playhouse District is Pasadena’s arts and culture core, with two museums, five renowned live performance venues, award-winning bookstores, and a wealth of art galleries. It is the second most trafficked area of the Festival, featuring a diverse lineup of award winning world music artists.

### Media Benefits

- Playhouse Stage “presented by” credit with logo on all signage to include but not limited to: print and online ads and event email blast.
- Mention and representation on ALL marketing and business materials including but not limited to: mailers, press releases, email blasts, e-vites, and PSA’s. Estimated total number of media impressions: **60 million**.
- Logo recognition on regional/direct outreach pieces to reach over **500,000 consumers** to include postcards, t-shirts, banners, posters, etc.
- Recognition throughout all top tier media sponsors to heighten visibility and reach over **5 million Southern California residents**.
- Logo and link prominently displayed on all social media marketing sites including: website ([makemusicpasadena.com](http://makemusicpasadena.com)), Facebook, MySpace, Twitter, etc.

### On-Site Benefits

- One 10’ x 10’ booth in high traffic area near the Playhouse District stage.
- Product sampling and/or product showcasing.
- Two 4’ x 6’ on-site banners or signs strategically located at the Playhouse District stage (to be provided by sponsor).
- Inclusion in PA announcements.

### Hospitality

- Six VIP access and backstage area tickets.
- Six parking passes.



## ONE COLORADO “EMERGING ARTISTS” STAGE SPONSOR: \$10,000 (One Available)

One Colorado is Old Pasadena’s leading venue for the arts with its extensive courtyard and luxury retailers. It hosts a mix of emerging bands and eclectic solo performers of the Contemporary Alternative and Americana genres.

### Media Benefits

- Mention and representation on ALL marketing and business materials including but not limited to: mailers, press releases, email blasts, e-vites, and PSA’s. Estimated total number of media impressions: **60 million**.
- Logo recognition on regional/direct outreach pieces to reach over **500,000 consumers** to include postcards, t-shirts, banners, posters, etc.
- Recognition throughout all top tier media sponsors to heighten visibility and reach over **5 million Southern California** residents.
- Logo and link prominently displayed on all social media marketing sites including: website (makemusicpasadena.com), Facebook, MySpace, Twitter, etc.

### On-Site Benefits

- Two 4’ x 6’ on-site banners or signs strategically located at One Colorado stage (to be provided by sponsor).
- Inclusion in PA announcements.

### Hospitality

- Five VIP access and backstage passes.
- Five parking passes.



## EL MOLINO STAGE: \$7,000 (One Available)

### Media Benefits

- Mention and representation on ALL marketing and business materials including but not limited to: mailers, press releases, email blasts, e-vites, and PSA’s. Estimated total number of media impressions: **60 million**.
- Logo recognition on regional/direct outreach pieces to reach over **500,000 consumers** to include postcards, t-shirts, banners, posters, etc.
- Recognition throughout all top tier media sponsors to heighten visibility and reach over **5 million Southern California** residents.
- Logo and link prominently displayed on all social media marketing sites including: website (makemusicpasadena.com), Facebook, MySpace, Twitter, etc.

### On-Site Benefits

- One 4’ x 6’ on-site banners or signs strategically located at El Molino stage (to be provided by sponsor).
- Inclusion in PA announcements.

### Hospitality

- Three VIP access and backstage passes.
- Three parking passes.

## **VROMANS STAGE SPONSOR: \$3,000 (One Available)**

- One 4' x 6' on-site banners or signs strategically located at Vromans stage (to be provided by sponsor).
- One 10 x 10 booth in a high traffic area near a main stage.
- Inclusion in PA announcements.
- Logo and link prominently displayed on all social media sites including: website, Facebook, Myspace, Twitter, etc.
- Two VIP access and backstage passes.
- Two parking passes.

## **GOLD SPONSOR: \$5,000 (Five Available)**

- One 10' x 10' booth in a high traffic area near a main stage.
- Inclusion in PA announcements.
- Logo and link prominently displayed on all social media marketing sites including: website (makemusicpasadena.com), Facebook, MySpace, Twitter, etc.
- Two VIP access and backstage passes.
- Two parking passes.

## **SILVER SPONSOR: \$2,500**

- One 10' x 10' booth in a high traffic area near a main stage.
- One VIP access and backstage pass.
- One parking pass.



**Make Music  
Pasadena<sup>20</sup><sub>12</sub>**  
[MakeMusicPasadena.org](http://MakeMusicPasadena.org)

