



# Sponsorship Opportunities

# Roots Music Project

Roots Music Project is a **non-profit community of music fans and music makers** based in Boulder Colorado. We believe in the power of music to make the world a better place.

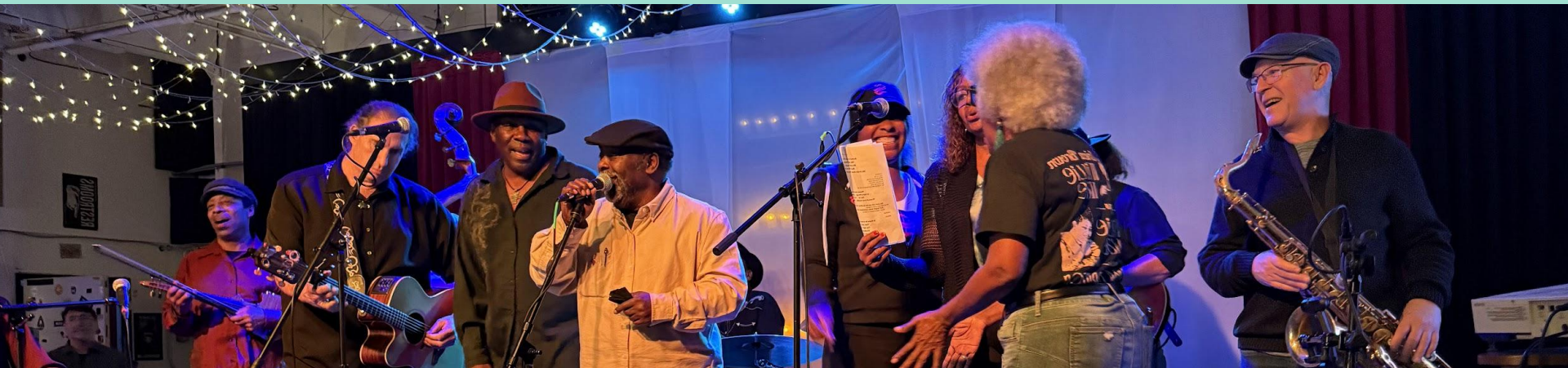
**Our mission is to amplify the live music community through performance and artist development.**





## Warehouse Shows:

- Weekly Email Blast  
400,000+ Boulder  
area music fans
- 200+ shows at our  
warehouse
- 20,000+ Attendees  
all genres and ages
- Pre-Show Thank  
You
- Video Wall Logo  
Placement
- 10+ million  
media reach





# RMP Festival and Major Event Information

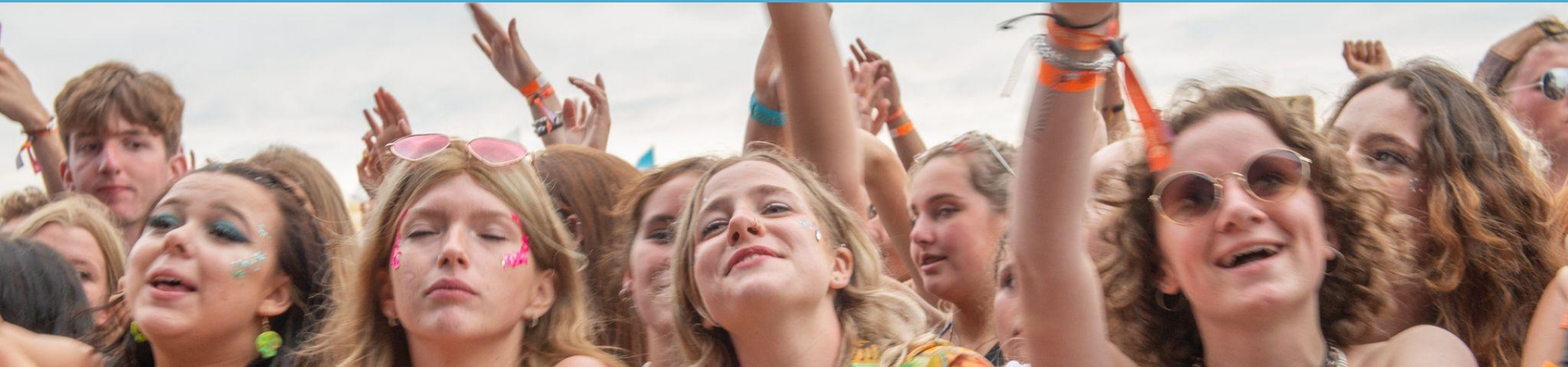
**Big Fall Festival** - Pearl Street Boulder, 2,000-3,000 Attendees

**Concerts on “The Hill”** - Juneteenth, College and Rock

**TEMPO Youth Program** - Music industry immersion program

**Give to Grow** - Annual fundraiser dinner for major donors

**Other Events** - Jazz & Soul Fest, Rootstock, Sober Night Live



# Sponsor Levels

## Platinum Level

Exclusive opportunity for one main presenter at \$10,000. This is the big one. You will be front and center.

- Weekly email blast (400,000 emails per year)
- Big Fall Festival (2,000+ attendees, multiple stages, high visibility brand awareness)
- Warehouse Shows (Long term exposure, over 200+ shows, 20,000+ attendees)
- Hill Concert Series (Multi series visibility, 200-300 per show, recycled social media content)
- Give To Grow (High end clientele customer exposure)
- Rootstock (Large scale Community event 300-400 attendees)
- Jazz Fest (Two day event, 300-400 attendees)
- Special Events (Juneteenth, Indigenous Peoples, Jam sessions, Youth Showcases, Sober nights)
- NoBo Banner hung at main stage

## Diamond Level

Limited to two sponsors at \$5,000 each. Exciting opportunity with exclusivity and awareness.

- Weekly email blast (400,000 emails per year)
- Big Fall Festival (2,000+ attendees, multiple stages, high visibility brand awareness)
- Warehouse Shows (Long term exposure, over 200+ shows, 20,000+ attendees)
- Hill Concert Series (Multi series visibility, 200-300 per show, recycled social media content)
- Give To Grow (High end clientele customer exposure)
- Rootstock (Large scale Community event 300-400 attendees)
- Jazz Fest (Two day event, 300-400 attendees)

# Sponsor Levels

## Gold Level

Four sponsors at \$2,500 each. Includes festival presence, weekly email exposure, and participation in high-end events.

- Weekly email blast (400,000 emails per year)
- Big Fall Festival (2,000+ attendees, multiple stages, high visibility brand awareness)
- Warehouse Shows (Long term exposure, over 200+ shows, 20,000+ attendees)
- Hill Concert Series (Multi series visibility, 200-300 per show, recycled social media content)
- Give To Grow (High end clientele customer exposure)

## Silver Level

Available for eight sponsors at \$1,500 each. Offers festival exposure and participation in concert series and community events.

- Big Fall Festival (2,000+ attendees, multiple stages, high visibility brand awareness)
- Hill Concert Series (Multi series visibility, 200-300 per show, recycled social media content)
- Rootstock (Large scale Community event 300-400 attendees)

## Bronze Level

Ten sponsorships at \$1,000 each. Reaching 1,500-2,000 attendees.

- Big Fall Festival (2,000+ attendees, multiple stages, high visibility brand awareness)
- Hill Concert Series (Multi series visibility, 200-300 per show, recycled social media content)

## Copper Level

15 sponsorships at \$500 each. Reaching 1,500-2,000 attendees.

- Big Fall Festival (2,000+ attendees, multiple stages, high visibility brand awareness)

Sponsorship

# Sponsor Rubric

| Sponsorship Level             | Platinum                      | Diamond    | Gold                 | Silver    | Bronze | Copper |
|-------------------------------|-------------------------------|------------|----------------------|-----------|--------|--------|
| Festival Presenting Rights    | Exclusive all festivals       |            |                      |           |        |        |
| Wristbands                    | Exclusive                     |            |                      |           |        |        |
| Outdoor Main Stage            | Top of stage                  | Rear stage | Bottom or side stage |           |        |        |
| Presenter of Secondary Stage  | Main Stage Festival Presenter | Festivals  | Festivals            | Festivals |        |        |
| Social Media Marketing        | Monthly                       | Monthly    | Monthly              | Monthly   |        |        |
| Logo on Posters               | X-Large                       | Large      | Medium               | Small     |        |        |
| Weekly email blast            | X                             | X          | X                    | X         |        |        |
| Collective Banner             | X                             | X          | X                    | X         | X      |        |
| Website                       | X                             | X          | X                    | X         | X      | X      |
| In-House Electronic Signs     | X                             | X          | X                    | X         | X      | X      |
| Tickets to RMP Shows          | 24                            | 20         | 15                   | 10        | 6      | 4      |
| VIP passes to Music Festivals | 12                            | 10         | 8                    | 6         | 4      | 2      |

# Beverage Sponsor Opportunities

## 2025P Beverage Volume

- Beer 10,000+ units
- Cocktails 10,000+ units
- Non-Alcoholic 3,000+ units
- Wine 2,000 units





Sponsorship

# Beverage Sponsorship

| Beverage Sponsor                        | Festival             | In-House           | Special Events     | Product support | Cash Sponsorship |
|---|----------------------|--------------------|--------------------|-----------------|------------------|
| <b>Exclusive RTD Cocktail</b>           | Exclusive            | Exclusive          | Category Exclusive | \$5,000         | \$6,000          |
| <b>Exclusive Craft Cider</b>            | Exclusive            | Featured           | Category Exclusive | \$3,000         | \$3,000          |
| <b>Feature Premium Spirit (Limit 3)</b> | Category Exclusive   | Featured Premium   | Category Exclusive | \$5,000         | \$6,000          |
| <b>Feature Well Spirit (Limit 3)</b>    | Category Exclusive   | Featured well      | Category Exclusive | \$5,000         | \$6,000          |
| <b>Feature Craft Beer (Limit 2)</b>     | X (Feature offering) | X                  | X                  | \$5,000         | \$6,000          |
| <b>Feature Wine (Limit 2)</b>           | X (Feature offering) | X                  | X                  | \$3,000         | \$3,000          |
| <b>Exclusive RTD THC/CBD</b>            | Category Exclusive   | Category Exclusive | Category Exclusive | \$5,000         | \$6,000          |
| <b>Featured N/A Beer</b>                | Category Exclusive   | X                  | X                  | \$3,000         | \$3,000          |
| <b>Exclusive RTD Mocktail</b>           | Category Exclusive   | X                  | Category Exclusive | \$3,000         | \$3,000          |



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