SAM17

2017 SUMMER AND MUSIC

DOWNTOWN LONG BEACH

Sponsorship Opportunities

DOWNTOWN
LONG BEACH
ALLIANCE

About

SUMMER AND MUSIC

Now in its ninth year, Summer And Music (SAM) is Downtown Long Beach's homegrown concert series, providing an entire summer of music to the public. Produced by the Downtown Long Beach Alliance (DLBA), SAM has been voted OC Weekly's "Best Music Festival" three times in a row for its display of local acts at outdoor venues. With performances spanning the genres of jazz, pop, rockabilly, funk and then some, there will truly be something for everyone to listen to and love all summer long. SAM's rich musical history includes past performers - Rival Sons, Cold War Kids, Delta Spirit, Everest, Beachwood Sparks, Avi Buffalo, Tijuana Panthers, Chicano Batman, Sam Outlaw, and numerous others.

DOWNTOWN LONG BEACH

Nestled along the Waterfront, Downtown Long Beach's natural beauty and urban growth is one of its most admirable characteristics, along with its diverse array of architectural styles to creative spaces. Being the state's seventh most populated city, accessibility to our Downtown core is both convenient and progressive. From easy access to transportation to having some the country's leading bicycle infrastructure, to one of the most walkable neighborhoods, DTLB appeals to a variety of lifestyles and business.

- 30,000 Residents Occupy Over 13,000 Units
- 53% of DTLB Residents are Under the Age of 35
- Attracts Over 6 Million Visitors and Tourists Per Year
- 1,200 Businesses covering a range of services, retail, & dining options

DLBA

The Downtown Long Beach Alliance (DLBA) is a non-profit organization whose sole mission is to create a more vibrant, connected and prosperous Downtown. Serving the needs of Downtown Stakeholders, the DLBA is dedicated to the management, marketing, security, maintenance, advocacy and economic and community development.

Our Reach

SOCIAL MEDIA

46.5K FANS

13K FOLLOWERS

16K FOLLOWERS

EMAIL AND WEBSITE

13K SUBSCRIBERS

350K ANNUAL UNIQUE PAGE VIEWS

2016 Event Recap

720° PINE

With its moniker both honoring the famed Atari arcade game from the 1980s and signaling the approximate location of the venue, 720° Pine is dedicated to the intersection of skate and cool. Skateboard culture, particularly in Long Beach, has a rich attachment to music that embraced and helped define the sport—which is specifically why we are garnering some of the best musicians from Long Beach and beyond to bring 720° to musical life.

Attendees: 3800 Average Age: 31
Featured Bands: Ray Barbee & the Mattson Two, Devendra Banhart, Korey Dane, The Buttertones

TWISTED AT THE PIKE

Twisted at the Pike is SAM's carnival-centric event that celebrates what makes Long Beach extraordinary: innovative music, curious carny folk, tribal fire belly dancing, local grub, craft beer and more.

Attendees: 5000 Average Age: 36
Featured Bands: Furcast, The Molochs, JJUUJJUU, Gardens & Villa

SHUGAZI

Shugazi is SAM's not-so-subtle nod to shoegaze music, the Brit-based sound that started with motionless performers mixing dream pop with alt rock and resulting in bands like My Blood Valentine, Slowdive, and Cocteau Twins becoming major chart topping artists in the UK. With a rooftop setting for the music and a bar hosted by James Republic, the event was one of the most unique in SAM history.

Attendees: 1000 *(sold out rootop)* Average Age: 31
Featured Bands: DIIV and Nothing

BUSKERFEST

Closing out the popular summer concert series, local and regional bands perform on four stages set up on flatbed trucks with minimal plugged-in equipment, busking for wooden nickels. Often serving as a launch pad for the careers of local musicians, this good-natured competition draws thousands who cheer for their favorite acts and dance in the streets.

Attendees: 5500 Average Age: 34
Featured Bands: Kingston Ska Collective, Joseph Arthur, Greater California, Rafferty and many more.

Past Sponsors

THE PIKE OUTLETS

Port of LONG BEACH
The Green Port

MILLWORKS

Mtn Dew

fingerprints

COURTYARD® Marriott®
Make room for a little fun.

OC WEEKLY
LA WEEKLY

THE GARAGE theatre

Beachwood BBQ BREWING

Congregation Ales

The Auld Dubliner
Irish Pub & Restaurant

Kress-Market
Gourmet Grocers

Sponsorship Levels

The DLBA values our partnerships and truly see's event sponsorship as a collaborative venture. Sponsorships can be personalized to fit the needs and interests of our partners. Examples of sponsorship deliverables include, the following:

	Amplified	Hi-Fi	Lo-Fi	Acoustic
SINGLE EVENT	$10,000	$7,500	$5,000	$2,500
ENTIRE SERIES	$25,000	$15,000	$10,000	$5,000
"PRESENTED BY" Sponsor name included on-site, and in all advertising and promotional campaigns.	✓			
BIKE VALET NAMING Name recognition on Bike Valet Station(s).		✓		
PRESS RELEASE Name inclusion in all press releases.	✓	✓		
EXHIBIT SPACE Dedicated space at event for sampling, marketing & event participation.	✓	✓	✓	
LOGO INCLUSION Name/Logo inclusion on advertisements, event collateral, DLBA and SAM website.	✓	✓	✓	✓
STAGE ANNOUNCEMENTS Name inclusion in stage announcements throughout the event.	✓	✓	✓	✓

Thank you!

2017 Summer and Music dates and events will be announced in March 2017. Please contact Gina Dartt, DLBA Special Events Manager at ginad@dlba.org for more information on sponsorships.

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SummerAndMusic.com

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