



2017 SUMMER AND MUSIC

DOWNTOWN LONG BEACH

Sponsorship Opportunities





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 of 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**

1MILLION IMPRESSIONS/MONTH

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, Corey 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 rooftop*)

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



MILLWORKS

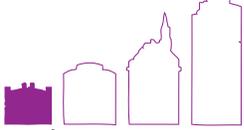


Make room for a little fun



Sponsorship Levels

The DLBA values our partnerships and truly sees 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).		✓		
MEDIA INCLUSION Highlighted in dedicated newsletter, social media and 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 Ryan Suburu at ryans@dlba.org for more information on sponsorships.



**DOWNTOWN
LONG BEACH
ALLIANCE**

SummerAndMusic.com

