



17TH ANNUAL
MUSIC ON THE MAIN
summer concert series

July 25 &
August 22, 2018
Downtown Richmond, CA

ABOUT MUSIC ON THE MAIN

Our longest running event series! Since 2001, Music on the Main summer concerts have brought tens of thousands of people Downtown to enjoy a night on the town filled with music, food, and family fun. Each concert features a variety of musical performances, arts and crafts activities for children, and retail, resource, and food vendors.



17TH ANNUAL MUSIC ON THE MAIN

Dates Wednesday, July 25, 2018
Wednesday, August 22, 2018

Time 5pm – 7:30pm

Location Marina Way & Macdonald Avenue
Downtown Richmond, CA

Main Stage

- Top Shelf – Classic Soul (July)
- Andre Thierry – Zydeco (August)
- More acts to be TBA!



Andre Thierry, 2016

ABOUT RICHMOND MAIN STREET

A community-based nonprofit corporation dedicated to revitalizing historic Downtown Richmond as a pedestrian-friendly urban village, offering products, services, arts, and entertainment that reflect the community's rich and diverse heritage.

Since 2001, we have hosted hundreds of arts, culture, and wellness events benefitting over 150,000 residents, employees, and visitors! This year we are continuing our tradition of creating opportunities for everyone who lives, works, and visits Richmond...and we invite you to join the movement.



501(c)(3) corporation

Tax ID#: 68-0481132 | CFC #: 76729

OUR PARTNERS IN PROGRESS

previous & current sponsors



SPONSOR BENEFITS

Whether you're looking to sell more product, let more people know about what you offer, or show your commitment to the community, Richmond Main Street provides several opportunities for truly effective relationship marketing.

Benefits deliver direct, comprehensive exposure:

- Far-reaching social media impact
- Outreach & traditional advertisement & digital marketing to 5000+ subscribers **additional 10k with advertising partners**
- On-site promotional booths & VIP tickets with reserved seating
- Personalized packages available
- A partner in creating a healthy, vibrant, and revitalized Downtown Richmond!

5000+ followers & growing!

Plus thousands via hyperlocal event calendars & partner newsletters



SPONSORSHIP OPPORTUNITIES

Platinum Presenting - \$7500

- “Presented by” and logo on all marketing materials and advertisements
- Large logo with link on website, online event postings, email newsletters, and company name tagged in social media
- Large logo on promotional materials, event banner & signage
- Full page ad in event programs
- Bundling/direct marketing opportunities
- Promotional info booth at events
- Verbal recognition by MC on-stage during events
- Opportunity to address audience from stage
- Publicity and photo-ops
- 20 drink tickets (10 per concert)

MORE SPONSORSHIP OPPORTUNITIES

Gold - \$5000

- Large logo with link on website, online event postings, email newsletters, and company name tagged in social media
- Large logo on marketing materials, event banner & signage
- Full page ad in event programs
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at events
- 16 drink tickets (8 per concert)

Silver - \$2500

- Medium logo with link on website, online event postings, email newsletters, and company name tagged in social media
- Medium logo on marketing materials, event banner & signage
- ½ page ad in event programs
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at events
- 12 drink tickets (6 per concert)

Bronze - \$1500

- Small logo with link on website, online event postings, email newsletters, and company name tagged in social media
- Small logo on marketing materials, event banner & signage
- ¼ page ad in event programs
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at event
- 8 drink tickets (4 per concert)

OTHER SPONSORSHIP OPPORTUNITIES

Community Partner - \$500

- Company name with link on website, online event postings, email newsletters, and company name tagged in social media
- Small logo on marketing materials, event banner & signage
- Logo in event programs
- Verbal recognition by MC
- 4 drink tickets (2 per concert)

Collaborator - \$250

- Company name with link on website, online event postings, email newsletters, and company name tagged in social media
- Logo in event program
- 4 drink tickets (2 per concert)

Friend - \$150

- Name in event program
- 4 drink tickets (2 per concert)

Advertiser – Event Programs per concert

- 1 page ad - \$300
- ½ page ad - \$225
- ¼ page ad - \$175

In-Kind Donor

- Food, Beverages, Goods & Services
- Prize for drawing
- Food or Thank You Gift Items for volunteers



Photo credit: Ellen Gail Zap Inc.

CONTACT US

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