



**Cooperstown Concerts**, formerly Cooperstown Concert Series, is now offering corporate sponsorships for our 2024-2025 season.

Our mission is to present live music events that promote cultural growth in our community, and since 1970 we have produced over 300 performances spanning a diverse array of artists, cultures and musical genres.

This year, our 55<sup>th</sup> season, we plan to feature seven concerts, one concert per month from October 2024 to April 2025. We are offering both full-season sponsorships, as well as individual concert sponsor levels, to help us support our mission.

## **Season Sponsorships**

### **Season Sponsor – Premier Level (\$5,000)**

Full-season sponsorship includes 4 tickets for each of seven shows (28 total tickets) and recognition of your support in website, email, print and social media promotion including:

- **TOP BILLING** as **Premier Season Sponsor** on all promotional materials
- Website exposure – primary placement on home page, listed first on Sponsor page
- Email marketing – prominently displayed as Premier Season Sponsor in all emails
- Facebook & Instagram – four cross-promotional posts and two advertisements
- Local Newspapers – credit in advertisements in the Freeman’s Journal & Hometown Oneonta, and in the Cooperstown Crier & Oneonta Daily Star
- Posters – hung in dozens of retail locations around Cooperstown & Oneonta
- Announcement as Premier Season Sponsor at all concerts

### **Season Sponsor – Supporting Level (\$2,500)**

Full-season sponsorship includes 2 tickets for each of seven shows (14 total tickets) and recognition of your support in website, email, print and social media promotion including:

- Listed as a **Season Sponsor** on all promotional materials
- Website exposure – placement on home page and listed on Sponsor page
- Email marketing – prominently listed as Season Sponsor in all emails
- Facebook & Instagram – two cross-promotional posts and one advertisement
- Posters – hung in dozens of retail locations around Cooperstown & Oneonta
- Announcement as Season Sponsor at all concerts

## **Concert Sponsorships**

### **Show Sponsor – Premier Level (\$1,000)**

Single-show sponsorship includes 4 complimentary tickets and recognition of your support in website, email, print and social media promotion including:

- **TOP BILLING** as **Premier Show Sponsor** on concert promotional materials
- Website exposure – primary placement on concert page, listed first
- Email marketing – listed as Premier Show Sponsor in concert promotion emails
- Facebook & Instagram – one cross-promotional post and one advertisement
- Local Newspapers – credit in advertisements in the Freeman’s Journal & Hometown Oneonta, and in the Cooperstown Crier & Oneonta Daily Star
- Posters – hung in dozens of retail locations around Cooperstown & Oneonta
- Announcement as Premier Show Sponsor at the concert

### **Show Sponsor – Supporting Level (\$500)**

Single-show sponsorship includes 2 complimentary tickets and recognition of your support in website, email, print and social media promotion including:

- Listed as a **Show Sponsor** on all promotional materials
- Website exposure – listed as Show Sponsor on concert page
- Email marketing – listed as Show Sponsor in concert promotion emails
- Facebook & Instagram – one cross-promotional post
- Announcement as Show Sponsor at the concert

## **Community Business Sponsorship**

### **Business Partner (\$250)**

Community business partner sponsorship includes recognition of your support in website, email, print and social media promotion including:

- Listed as a **Business Partner** on promotional materials
- Website exposure – listed as Business Partner on Sponsors page
- Email marketing – listed as Business Partner in promotion emails
- Facebook & Instagram – one cross-promotional post

We hope you, our community business leaders, will consider sponsoring Cooperstown Concerts for our 2024-2025 season.

For further information contact us at [info@cooperstownconcertseries.org](mailto:info@cooperstownconcertseries.org)

## **About Cooperstown Concerts**

Since 1970, over 300 professional concerts and performing arts events have been presented by our all-volunteer 501(c)(3) not-for-profit organization. We are excited for our 2024-2025 season and are dedicated to presenting an eclectic mix of world-class live music events to the greater Cooperstown community.