

CONCERTS in the PLAZA



2023 Sponsorship Opportunities

For sponsorship availability, visit DowntownSLO.com/SponsorConcerts

27th Annual Concerts in the Plaza

EVERY FRIDAY, JUNE 23–SEPTEMBER 8, 2023, 5–8 PM

Nothing brings people together like live music.

This summer, Concerts in the Plaza celebrates its 27th season of bringing people together for **free music** and fun every Friday in the heart of downtown San Luis Obispo: Mission Plaza.

When you sponsor Concerts in the Plaza, you're making it possible for us to produce this incredible event at no cost to the public, and you'll have the chance to market your business to thousands of attendees each week.

In 2022, thousands of attendees gathered together each week to enjoy live music, cold beverages, and the chance to unwind and enjoy community together. This inclusive event attracts people of all ages and backgrounds, and we expect even higher attendance this year!

Concerts in the Plaza is powered by volunteers. If you think your organization or business would like to sign up to work the bar, reach out to events@downtownslo.com. All bar sales support our organization.

The Friends of Downtown SLO is a 501c3 charitable organization dedicated to ensuring that our beloved downtown San Luis Obispo is clean, safe, vibrant, and attractive.

2022 Numbers

31,795
attendees

70+
local musicians

200
bar volunteers

13,836
plastic cups saved

2023 LINEUP

Coming soon!

LOCATION

Mission Plaza
989 Chorro Street
San Luis Obispo, CA

CONTACT

Downtown SLO
1135 Chorro Street
San Luis Obispo, CA

MARKETING NUMBERS

DOWNTOWNSLO.COM

- 20k+ visitors/month

DOWNTOWN DELIVER-E

- 4.3k+ subscribers
- 21k emails opened on Concerts-related campaigns in 2022

@CONCERTSINTHEPLAZA

- 2.5k+ Instagram Followers
- 6.6k+ Facebook Followers

@DOWNTOWNSLO

- 16.1k+ Instagram Followers
- 200k Instagram Impressions/Month



2023 Concerts in the Plaza Sponsorship Opportunities • To inquire about becoming a sponsor, please contact Ali Bailey: ali@downtownslo.com

Title Sponsor (1): Sunset Honda

\$15,000 (Sold!)



Singer/Songwriter Showcase Sponsor (1)

\$5,000

Back by popular demand! Solo singer/songwriters will perform on the main stage every Friday before the band.

ON-SITE BENEFITS

- Your banner (provided by sponsor) displayed beside the stage at each Concert
- Emcee mention at the beginning and end of each Concert: "The Singer/Songwriter Showcase is presented by [Your Business]"
- Your logo on retractable banners at both entrances of the Plaza

MARKETING BENEFITS

- **Posters:** Logo on 300+ printed posters distributed throughout downtown SLO and SLO County
- **Rack cards:** Logo on 1500+ printed rack cards distributed to the SLO Visitor Center, local hotel, in the Downtown SLO office, at the Downtown SLO Farmers' Market, and more
- **Social Media:** Frequent mentions on our Instagram pages (@concertsintheplaza & @downtownslo) and Facebook pages (@ConcertsinthePlaza & @ExperienceDowntownSLO)
- **Radio:** Acknowledgement in radio advertising on 3+ local stations, including Coast 104.5 and 92.5 the Krush throughout the series
- **TV:** Logo in commercials aired on KSBY throughout the series
- **Deliver-E:** Frequent acknowledgment in weekly Downtown Deliver-E newsletter
- **Website:** Logo and link to your website on the Concerts in the Plaza landing page (DowntownSLO.com/Concerts)
- **Press:** Mention and link to your website in all Concerts in the Plaza-related press releases
- **Newsprint & Magazine:** Logo in ads placed in New Times SLO, the Santa Maria Sun, Big Big SLO, and SLO Life Magazine



Stage Sponsor *New this year!* (Wilde Wealth Management)

\$4,000 (SOLD!)

Silver Level Sponsors (5)

\$3,000

ON-SITE BENEFITS

- Your banner (provided by sponsor) displayed near the stage at each Concert
- Emcee mention at the beginning and end of each Concert
- Your logo on retractable banners at both entrances of the Plaza

MARKETING BENEFITS

- **Posters:** Logo on 300+ printed posters distributed throughout downtown SLO and SLO County
- **Rack cards:** Logo on 1500+ printed rack cards distributed to the SLO Visitor Center, local hotels, in the Downtown SLO office, at the Downtown SLO Farmers' Market, and more
- **Social Media:** Frequent mentions on our Instagram pages (@concertsintheplaza & @downtownslo) and Facebook pages (@ConcertsinthePlaza & @ExperienceDowntownSLO)
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- **TV:** Logo in commercials aired on KSBY throughout the series
- **Deliver-E:** Frequent acknowledgment in weekly Downtown Deliver-E newsletter
- **Website:** Logo and link to your website on the Concerts in the Plaza landing page (DowntownSLO.com/Concerts)
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Bike Valet Sponsor (1)

\$3,000

With your support, our friends at Bike SLO County are able to provide a free Bike Valet right next to the Plaza at every Concert. Support sustainable transportation in our community!

ON-SITE BENEFITS

- Your banner (provided by sponsor) displayed beside the Bike Valet at each Concert
- Emcee mention at the beginning and end of each Concert: "The Bike Valet is sponsored by [Your Business]"
- Your logo on retractable banners at both entrances of the Plaza

MARKETING BENEFITS

- **Posters:** Logo on 300+ printed posters distributed throughout downtown SLO and SLO County
- **Rack cards:** Logo on 1500+ printed rack cards distributed to the SLO Visitor Center, local hotels, in the Downtown SLO office, at the Downtown SLO Farmers' Market, and more
- **Social Media:** Frequent mentions on our Instagram pages (@concertsintheplaza & @downtownslo) and Facebook pages (@ConcertsinthePlaza & @ExperienceDowntownSLO)
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- **Deliver-E:** Frequent acknowledgment in weekly Downtown Deliver-E newsletter
- **Website:** Logo and link to your website on the Concerts in the Plaza landing page (DowntownSLO.com/Concerts)
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- **Newsprint & Magazine:** Logo in ads placed in New Times SLO, the Santa Maria Sun, Big Big SLO, and SLO Life Magazine



Major Level Sponsors (10)

\$2,000

ON-SITE BENEFITS

- Your sign (provided by sponsor) displayed in Mission Plaza at each Concert
- Emcee mention at the beginning and end of each Concert
- Your logo on retractable banners at both entrances of the Plaza

MARKETING BENEFITS

- **Posters:** Logo on 300+ printed posters distributed throughout downtown SLO and SLO County
- **Rack cards:** Logo on 1500+ printed rack cards distributed to the SLO Visitor Center, local hotels, in the Downtown SLO office, at the Downtown SLO Farmers' Market, and more
- **Social Media:** Frequent mentions on our Instagram pages (@concertsintheplaza & @downtownslo) and Facebook pages (@ConcertsinthePlaza & @ExperienceDowntownSLO)
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Band Sponsors (12; 1 per band)

\$1,200

Choose a band you'd like to sponsor! The 2023 lineup will be announced in March.

ON-SITE BENEFITS

- Your banner (provided by sponsor) displayed beside the stage at the selected Concert
- Emcee mention at the beginning and end of the selected Concert: "[Band] is sponsored by [Your Business]"
- Your business name on retractable banners at both entrances of the Plaza

MARKETING BENEFITS

- **Posters:** Business name underneath selected band on 300+ printed posters distributed throughout downtown SLO and SLO County
- **Rack cards:** Business name underneath selected band on 1500+ printed rack cards distributed to the SLO Visitor Center, local hotels, in the Downtown SLO office, at the Downtown SLO Farmers' Market, and more
- **Social Media:** Mentions on our Instagram pages (@concertsintheplaza & @downtownslo) and Facebook pages (@ConcertsinthePlaza & @ExperienceDowntownSLO)
- **Radio:** Acknowledgement in radio advertising on 3+ local stations, including Coast 104.5 and 92.5 the Krush
- **TV:** Logo in commercial aired on KSBY for your selected band
- **Deliver-E:** Acknowledgment in weekly Downtown Deliver-E newsletter
- **Website:** Business name and link to your website on the Concerts in the Plaza landing page (DowntownSLO.com/Concerts)
- **Press:** Mention and link to your website in all Concerts in the Plaza-related press releases
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About Downtown SLO



Fostering an economically vibrant downtown.

ABOUT US

Downtown SLO serves San Luis Obispo as the voice for downtown business. Established as a 501c6 nonprofit organization, our mission is to foster an economically vibrant downtown. Our organization is made up of the fee-paying businesses within the predefined Business Improvement Area, voluntary members, and our civic collaborators, including nonprofit organizations, residents, and visitors to our downtown.

We have a robust partnership with the City of San Luis Obispo, and we advocate to the City on behalf of our membership as well as participate in City processes to ensure our downtown is positioned as vital to our City, County and regional economy and identity.

Read our 2021–2022 Annual Report to learn more about our organization.

DowntownSLO.com/About

FRIENDS OF DOWNTOWN SLO 501C3

Friends of Downtown SLO is a 501c3 nonprofit established in 2018 to help fund programs like our Clean & Safe Ambassador program and events like Concerts in the Plaza. Your charitable donation is tax-deductible through the Friends of Downtown SLO.

EVENTS

From the famous Thursday Night Farmers' Market to the Annual Holiday Parade to Concerts in the Plaza, we're always preparing for the next big event in downtown SLO!

For a list of our current programs and upcoming events, visit DowntownSLO.com/Events.

CLEAN & SAFE

Our Downtown SLO Ambassadors work seven days a week to ensure that our downtown is clean, safe, and welcoming to visitors – whether they're living, working, shopping, or exploring downtown.

Downtown SLO
1135 Chorro St
San Luis Obispo CA 93401

(805) 541-0286
reachus@downtownslo.com

 **@DowntownSLO**
 **@ExperienceDowntownSLO**

