

lagoon summer concert *series*

AT COLORADO STATE UNIVERSITY

Wednesdays, June 14 - July 26



For the past 25 years, the Lagoon Concerts have been a highly anticipated free summer tradition enjoyed by music lovers of all ages. The shaded greenbelt of CSU's Lagoon provides the perfect setting to relax, take in some tunes, enjoy offerings from local businesses and get in the groove!

We are so excited to share that thanks to you and this great community of ours, the Lagoon Summer Concert Series were named Best Outdoor Concert Series by NOCO Style. Thank you!!



We are ecstatic to share the Lagoon Concerts will be back at the Colorado State University campus lagoon, where the west lawn of Lory Student Center will be once again transformed into Northern Colorado's favorite (and BEST) outdoor summer concert venue!

For the past 25 years, the Lagoon Concerts have been a highly anticipated free summer tradition enjoyed by thousands of music lovers of all ages. The shaded greenbelt of CSU's Lagoon provides the perfect setting to relax, take in some tunes, enjoy offerings from local businesses and get in the groove!

The Lagoon is proud to bring a diverse lineup of artists to the stage year after year. From salsa and country to indie rock and pop music with a funky flare, each band has something unique to add to the Lagoon experience.

Our Generous Community Sponsors Keep the Tradition Alive!

The Lagoon Summer Concert Series sponsors keep the concerts free to the community. Their participation positions them as cultural leaders and supporters in the community while getting significant brand exposure through innovative marketing programs.

Read on to learn how you can become a Lagoon sponsor!

Lagoon Sponsorship



Provides

CREATIVE WAYS

to Interact with
the Community



"We love being involved in our community – there are so many great events in Northern Colorado! The Lagoon Summer Concert Series is a fun summer event filled with great music and fun vibes! We love getting the chance to step out of our normal routine and serve coffee in such a fun environment."

– Krista Smith, Human Bean Northern Colorado

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"Houska Automotive has been a sponsor of the Lagoon Concerts for over 20 years. We use our week to gift a new 'used' vehicle to a community member in need. Aside from this being a great venue for our vehicle presentation, the Houska family loves a good time and the Lagoon is a great time!"

– LJ Houska

Sponsorship Opportunities



Falsetto – \$7,000

- Includes opportunity to introduce the band
- Includes opportunity to share approved message from stage (2 minutes)
- Logo included in CSU digital marketing efforts
- One Facebook and Instagram takeover
- Blog about your business and support of the Lagoon Concerts
- Personalized Social Media posts for each of the six concerts
- Web Banner Ad on www.lagoonseries.com
- Opportunity to set up a 10'x10' branded business booth all six concerts (Use this space for signage!)
- Logo on Lagoon Summer Concert Series stage banner
- Logo and link to your business website on Lagoon website www.lagoonseries.com
- Logo on print media ads
- Logo on event posters
- Logo in email blasts promoting each of the six concerts



Pentatonic Sponsor – \$5,000

- Logo included in CSU digital marketing efforts
- One Facebook and Instagram takeover
- Blog about your business and support of the Lagoon Concerts
- Personalized Social Media posts for four concerts
- Web Banner Ad on www.lagoonseries.com
- Opportunity to set up a 10'x10' branded business booth at four concerts (Use this space for signage!)
- Logo on Lagoon Summer Concert Series stage banner
- Logo and link to your business website on Lagoon website www.lagoonseries.com
- Logo on print media ads
- Logo on event posters
- Logo in email blasts promoting your four sponsored concerts



The A cappella Sponsor – \$3,750

- Logo included in CSU digital marketing efforts
- Personalized Social Media posts for three concerts
- Opportunity to set up a 10'x10' branded business booth at three concerts (Use this space for signage!)
- Logo on Lagoon Summer Concert Series stage banner
- Logo and link to your business website on Lagoon website www.lagoonseries.com
- Logo on print media ads
- Logo on event posters
- Logo in email blasts promoting your three sponsored concerts



Serenade Sponsor – \$2,500 each

- Personalized Social Media posts two concerts
- Opportunity to set up a 10'x10' branded business booth at two concerts (Use this space for signage!)
- Logo on Lagoon Summer Concert Series stage banner
- Logo and link to your business website on Lagoon website www.lagoonseries.com
- Logo on any print media ads
- Logo on event posters
- Logo in email blasts promoting your two sponsored concerts



The Rhythm Sponsor – \$1,600 each

- Logo on Lagoon Summer Concert Series stage banner
- Logo and link to your business website on Lagoon website www.lagoonseries.com
- Logo on print media ads
- Logo on event posters
- Logo on email blast of your sponsored night

Custom Sponsorships are Available

Here's a
quick glance
at the last
25
YEARS!

0
COST TO HEAR
LIVE MUSIC



7
CAR
GIVEAWAYS

10
SPONSORS WITH
US MORE THAN
10 YEARS!



100+
INTERNS HAVE
GAINED
EXPERIENCE

159
BAND
PERFORMANCES

375
FOOD TRUCK
APPEARANCES

425
MEDIA
MENTIONS



100
OVER 100
GENEROUS
SPONSORS

3,000
DOGS
ATTENDING

*OKAY WE'RE GUESSING ON THIS
ONE, BUT WE SURE SEE A LOT
OF DOGS THAT LOVE MUSIC

200,000+
HAPPY
MUSIC
LOVERS

1,700
FACE
PAINTED
KIDS

4,100+
FACEBOOK
FOLLOWERS



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To chat more about sponsorship opportunities:
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