

Lagoon concert series

AT COLORADO STATE UNIVERSITY

Join us June 12 – July 24



WELCOME TO **SUMMERTIME** AT  COLORADO STATE UNIVERSITY

The Lagoon Concert Series is your midweek summer escape for great live music, food, and fun. Located at the scenic lagoon at Colorado State University, this free concert series is a staple of the Northern Colorado music scene and is the place to be Wednesday evenings June through July! From theme nights to delicious food trucks, interactive booths, and giveaways there's something for everyone to enjoy.

Sponsorships keep the concerts free to the CSU and Fort Collins community. Your participation positions you as a cultural leader and supporter in the community while giving your business brand exposure through innovative marketing programs.

To learn more about sponsorships, contact Jennifer Wright at Jennifer.Wright@colostate.edu.

“For Canvas, sponsoring the Lagoon Concert series isn’t about having our logo on the banner – it’s about investing in the community we serve. Over the summer, we saw thousands fill the lawn, music-lovers singing together, and friendships being formed. It was a great reminder that financial well-being is about more than numbers; it’s about creating shared moments and enriching the lives of those around us. It’s an investment in building a stronger, more vibrant community, and one we’re incredibly proud to make.”

Canvas Credit Union



450+
MEDIA MENTIONS



165+
CONCERTS



125+
GENEROUS SPONSORS OVER 26 YEARS



AVERAGE
3,000+
ATTENDEES EACH WEEK

	Presto \$1,000	Allegro \$2,500	Vivace \$4,000	Crescendo (custom) \$5,000+
Logo printed on Lagoon Concert Series stage banner	✓	✓	✓	✓
Logo and link to your business on Lagoon Concert Series website	✓	✓	✓	✓
Logo on all print media		✓	✓	✓
10'x10' branded booth at one concert		✓	✓	✓
10'x10' branded booth at two concerts			✓	✓
Personalized social media sponsor post(s) in support of the Lagoon Concert Series				✓

Custom sponsorship could include:

- 15 or 30-second announcement(s) by the emcee for one or more concerts.
- Personalized social media posts about your business in support of the Lagoon Concert Series
- 10'x10' branded booth at three or more concerts.
- Opportunity to introduce the band or be recognized on stage.
- Opportunity to have business items on display.
- There's limitless opportunities to be involved as part of the Lagoon Concert Series. Let's chat about your ideas!

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