



## **2019 SPONSORSHIP OPPORTUNITIES**

**Levitt  
Pavilion**  
SteelStacks™  
presented by  
**Coordinated Health**





# BUILDING OUR COMMUNITY THROUGH MUSIC

Celebrating nine great summers in the Lehigh Valley, the Levitt Pavilion at SteelStacks features a sensational lineup of artists performing the best in rock, blues, R&B, country, Celtic and Latin music. From May through mid-September 2018, more than 77,000 people enjoyed 50 FREE concerts as part of the Levitt Pavilion Summer Concert Series. Artists who have performed at the Levitt in recent summers include The Smithereens, Fabulous Thunderbirds, The Drifters, Ambrosia, Black Violin, Paul Thorn + the Blind Boys of Alabama, The Aardvarks, and Ceramic Animal!



Celebrating our 9th summer season at SteelStacks



More than 504,000 people have attended Levitt concerts since 2011



77,000 attendees at 2018 season



Located at the base of the iconic Bethlehem Steel blast furnaces

LOYAL

56%

Attend 3 times a month or more (you could also say 56% attend 3 out of 4 weekends a month)

HIGH EARNERS

40%

Have income of \$75,000+

EDUCATED

57%

Are college graduates

FAMILY FRIENDLY

65%

Attend with family

## Friends of Levitt Pavilion SteelStacks

- Levitt Pavilion SteelStacks is a 501(c)(3) nonprofit organization established to manage and fund the free summer concert series
- Our mission is to create and foster community through music
- In 2010, the Mortimer & Mimi Levitt Foundation granted funds to partner with the Bethlehem Redevelopment Authority to develop the Levitt Pavilion
- Tax deductible contributions to Friends of Levitt SteelStacks enable our nonprofit to bring a selection of high quality, diverse music to the community
- 80% of funding for Levitt Pavilion SteelStacks is raised locally

# SUPPORTING SPONSORSHIP OPPORTUNITIES

## Gold Season Sponsor

- Sponsorship of four (4) concerts
- 6' x 10' banner on-site on night of sponsored concerts
- Full-page ad in the Levitt Pavilion Program Book
- The ability to utilize the hospitality area with a \$1,000 allocation on F&B on one (1) night of a sponsored concert

**\$11,000**

## Silver Season Sponsor

- Sponsorship of two (2) concerts
- 3' x 8' banner on-site on night of sponsored concerts
- Half-page ad in the Levitt Pavilion Program Book
- The ability to utilize the hospitality area with a \$500 allocation on F&B on one (1) night of a sponsored concert

**\$5,500**

## Bronze Season Sponsor

- Sponsorship of one (1) concert
- 4' x 6' banner on-site on night of sponsored concert

**\$3,000**

## All Sponsorship Levels Include the Following Benefits:

- On-site signage to include logo for all 50 concerts; size and location varies by level
- Logo inclusion in the 2019 Program Book, e-newsletter, Levitt Pavilion SteelStacks website, and digital screen prior to sponsored show
- Listed recognition of sponsors (when sponsored show(s) mentioned) included in print ads, social media pushes and website
- 10' x 10' booth space (provided by sponsor) on the night of sponsored concert with the opportunity to distribute branded items/promotional materials
- Opportunity to welcome the crowd on night of the sponsored concert
- Opportunity to participate in meet and greet

## Auto Sponsorship

### Partnership includes the following benefits:

- On-site signage for all 50 concerts, including up to two (2) 3' x 8' banners located on fence by stage on night of sponsored concerts
- 10' x 10' booth on the night of eight (8) sponsored concerts
- The ability to have up to two (2) cars on-site each weekend all season long
- Opportunity to distribute branded items/promotional materials on-site on night of sponsored concert
- Opportunity to welcome the crowd on the night of eight (8) sponsored concerts

**\$20,000 for the season**





# SUMMER FAMILY MOVIE SERIES

For the ninth year, ArtsQuest presents the free Summer Family Movie Series at the Levitt Pavilion at SteelStacks. More than 200 people attend each week to watch their favorite animated and family movies on the jumbo screen as they relax on the lawn with their family and friends.

**Dates:** June – August; Wednesdays at 7:30 p.m

**2018 Attendance:** 3,000

**Demographics:** All Ages; Families



## MOVIE NIGHT SPONSORSHIP OPPORTUNITIES

- Logo inclusion with link on the Levitt Pavilion SteelStacks Partners page
- Interactive space for promotional materials/giveaways or the ability for sponsor to provide giveaway for ArtsQuest staff to distribute the night of sponsored movie
- Signage on-site (to be provided by sponsor)
- The ability to welcome the crowd on the night of sponsored movie
- Recognition on the Levitt Pavilion Digital Screen
- Inclusion in one (1) electronic communication

**\$250 per show sponsorship**



### For more information or to advertise contact:

Nicole Dotta

Sr. Director of Business Development

[ndotta@artsquest.org](mailto:ndotta@artsquest.org)

610-332-1334

Nicholas Michael

Business Development Manager

[nmichael@artsquest.org](mailto:nmichael@artsquest.org)

610-332-1339

Chris Kobela

Business Development Manager

[ckobela@artsquest.org](mailto:ckobela@artsquest.org)

610-332-1357

For more information, visit: [LevittSteelStacks.org](http://LevittSteelStacks.org)



[youtube.com/ArtsQuestBethlehem](https://youtube.com/ArtsQuestBethlehem)

**ARTSQUEST**  
imagine that