

Sponsorships



Welcome to THE SOUND of TEXAS®, first annual live concert series festival celebrating the City of McKinney's "Music Friendly" destination certificate from the Texas Music Office. We are offering a few unique sponsorship opportunities for this high profile event on **Saturday, September 18, 2021**.

This event is a fundraiser benefitting The Texas Music Project™ (TMP), the Official Music Charity of Texas (House Bill #2582), "Music Heals" program for children in hospitals in the local surrounding areas.

PLATINUM RECORD SPONSOR - \$25,000

- Dominated logo recognition on all printed
 - ♪ Promotional signage
 - ♪ Event signage
 - ♪ Collateral
 - ♪ Promotional merchandise
 - ♪ Front of Festival shirt
 - ♪ Exclusive logo on swag bag
- Logo recognition on our online social media platforms
- Logo recognition on TMP and SOT's website with link
- One autographed Taylor Guitar
- Artist Meet-and-Greet / reception for 20
- Two reserved tables at VIP Sponsor Concert the night before
- Valet parking for 20
- "Thank You" advertisement with logo recognition.

GOLD RECORD SPONSOR - \$20,000

- Brand logo recognition on all printed
 - ♪ Promotional signage
 - ♪ Event signage
 - ♪ Collateral
 - ♪ Promotional merchandise
 - ♪ Back top tier of Festival shirt
- Logo recognition on our online social media platforms
- Logo recognition on TMP and SOT's website with link
- One autographed Taylor Guitar
- Artist Meet-and-Greet / reception for 10
- One reserved tables at VIP Sponsor Concert the night before
- Valet parking for 10
- "Thank You" advertisement with logo recognition.

BACKSTAGE PASS SPONSOR \$15,000

Sold!



Sponsorships



BAND MANAGER SPONSOR - \$10,000

- Brand logo recognition on all printed
 - ♪ Promotional signage
 - ♪ Event signage
 - ♪ Collateral
 - ♪ Promotional merchandise
 - ♪ Logo on back of Festival shirt
- Logo recognition on our online social media platforms
- Logo recognition on TMP and SOT's website with link
- Artist Meet-and-Greet / for 4
- 4 tickets at the VIP Sponsor Concert the night before
- Valet parking for 4
- "Thank You" advertisement with logo recognition.

FAN CLUB SPONSOR - \$5,000

- Brand logo recognition on all printed
 - ♪ Promotional signage
 - ♪ Event signage
 - ♪ Collateral
 - ♪ Logo on back of Festival shirt
- Logo recognition on our online social media platforms
- Logo recognition on TMP and SOT's website with link
- Artist Meet-and-Greet / for 2
- 4 tickets at the VIP Sponsor Concert the night before
- "Thank You" advertisement with logo recognition.

ROADIE SPONSOR - \$2,500

- Brand logo recognition on all printed
 - ♪ Promotional signage
 - ♪ Event signage
 - ♪ Collateral
 - ♪ Logo on back of Festival shirt
- Logo recognition on our online social media platforms
- Logo recognition on TMP and SOT's website with link
- 2 tickets at the VIP Sponsor Concert the night before
- "Thank You" advertisement with logo recognition.

GROUPIE SPONSOR - \$1,000

- Brand logo recognition on all printed
 - ♪ Event signage
 - ♪ Logo on back of Festival shirt
- 1 ticket to the VIP Sponsor Concert the night before
- "Thank You" advertisement with logo recognition.

TIP JAR SPONSOR - \$500

- 1 ticket at the VIP Sponsor Concert the night before
- Company name on back of Festival shirt

