



LEVITT NETWORK PANEL

STRUCTURING SPONSORSHIPS FOR SUCCESS AND IMPACT



LEVITT NETWORK PANEL

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LEVITT AMP COLUSA

MUSIC Series





Colusa County Arts Council

- County Population of 21,500
- City of Colusa population: 6,455
 - 58% Hispanic
 - 36% White
 - 3% Black or African American
 - 1.5% American Indian or Alaskan Native
 - 1.3% Asian
- *Median Age: 37 (25% of population is under 18)*
- Agriculture is our main Economic Industry and employment source
- We are rural.



Sowing the seeds...

- Partnering with City of Colusa for Match
- Setting Sponsorship Levels that fit our community
- Knowing Who, What, and How to Ask
- Never Saying No





Falling Short

- Celebrating our Success
- The magic of In-Kind
- Fostering relationships
- Making it personal

Community Support

- When it clicked
- Late Sponsorships





Looking at 2024

- Begin conversations earlier
- Follow up with everyone
- Remind people of how Levitt AMP Colusa made them feel
- Continue to make space for all



Levitt AMP Fort Smith

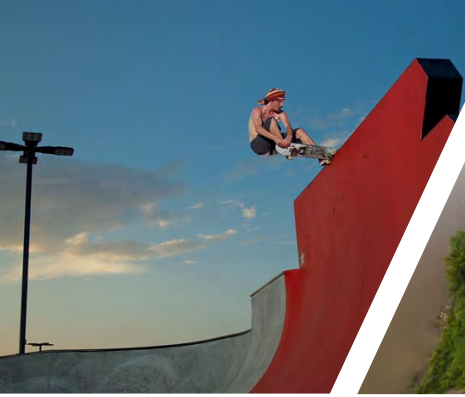




Demographics



- 89, 142
- Bordertown, gateway to the West
- Racial Composition
 - 62.8% White
 - 19.6% Hispanic
 - 8.8% Black
 - 7.3% Two/more races
 - 6.1% Asian
 - 1.2% Native American



Why 64.6 Downtown?

- Community resiliency
- MSA 250K
- The Unexpected
- Main Street designation
- Downtown growth, riverfront activation





Our Approach

- Obtain match funds immediately
- Awareness of Sponsor market
- Leverage existing relationships
- Maximize budget through negotiations





Our Obstacles

- Operating within a philanthropic community
- Business partnership consistency
- Increase in cost of goods & services
- Mass communication of our story

Levitt at the Fall

Sioux Falls, South Dakota



Annual budget
\$1,234,913

90% is
contributed
income

Contributed Revenue

- \$212k - the Levitt National Foundation,
- \$120k - Foundations and Grants
- \$512k - Business/Corporate gifts and naming
- \$128k - Friends of Levitt membership program
- \$79K - buckets on the lawn
- \$44K - in-kind support

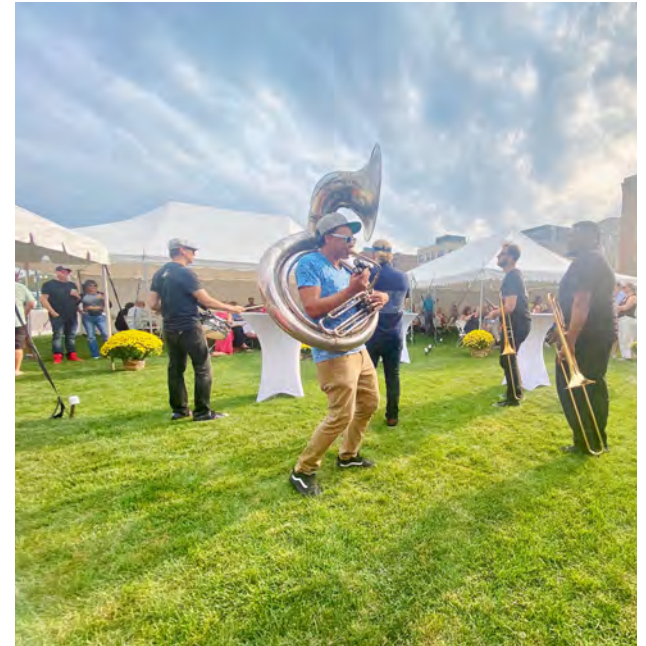
Earned Income

- \$116k - merchandise sales, venue rentals, food vendor fees, and concessions.

Why sponsors want to engage...

- * They ❤️ what we do!
- Mission alignment
- Required to give away philanthropic dollars (banks & foundations)
- Brand alignment w Levitt
- Marketing assets
- Social event for clients or employees
- Community Social events (reunions...)

4 kinds of sponsorship opportunities...



1. Physical Plant & Operations



Lawn - \$50,000 (5 years)

Hospitality - \$25,000 (5 years)

Greenroom - \$10,000

Dakboard - \$5,000

Coca Cola - \$5,000

Hotel rooms - \$20,000 (in kind)

2. Concert Season Sponsorships



Season sponsor

• \$75,000

Opening Acts

• \$25,000

Festival Sponsor

• \$25,000

Genre Sponsor

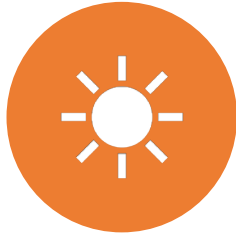
• \$15,000
X 10 = \$150,000

Concert Sponsor

• \$3,000
X 50 = \$150,000

Total opportunity for sponsorship during our 2024 concert season:
\$425,000

3. Programmatic Sponsorships



SUMMER
CAMPS

\$20,000



DONOR
EVENTS

\$10,000



SPECIAL
PROGRAMS

\$ VARIES
ANNUALLY

4. Friends of Levitt Membership

- \$128,000 raised in 2023

LEVITT FRIEND PLATINUM PLUS

\$2,000+ Gift

Join our new Friends of Levitt Platinum Plus Program and support the Levitt's growing community outreach efforts while getting the benefits of a Platinum Friend of Levitt.

- 1 parking pass for all concerts
- 2 Levitt at the Falls t-shirts
- 4 free lawn chair rentals for all concerts
- 8 drink tickets
- Recognition as Platinum Friend in season brochure and on digital board
- Invitation to Friends of Levitt special events

LEVITT FRIEND PLATINUM

\$1,000 Gift

LEVITT FRIEND GOLD

\$500 Gift

- 1 Levitt at the Falls t-shirt
- 2 free lawn chair rentals for all concerts
- 4 drink tickets
- Recognition as Gold Friend in season brochure and on digital board
- Invitation to Friends of Levitt special events

LEVITT FRIEND

\$100 Gift

- Season schedule magnet
- Levitt at the Falls button
- Printed season brochure
- 1 free lawn chair rental for all concerts
- Recognition as Levitt Friend in season brochure

levitt

2024