

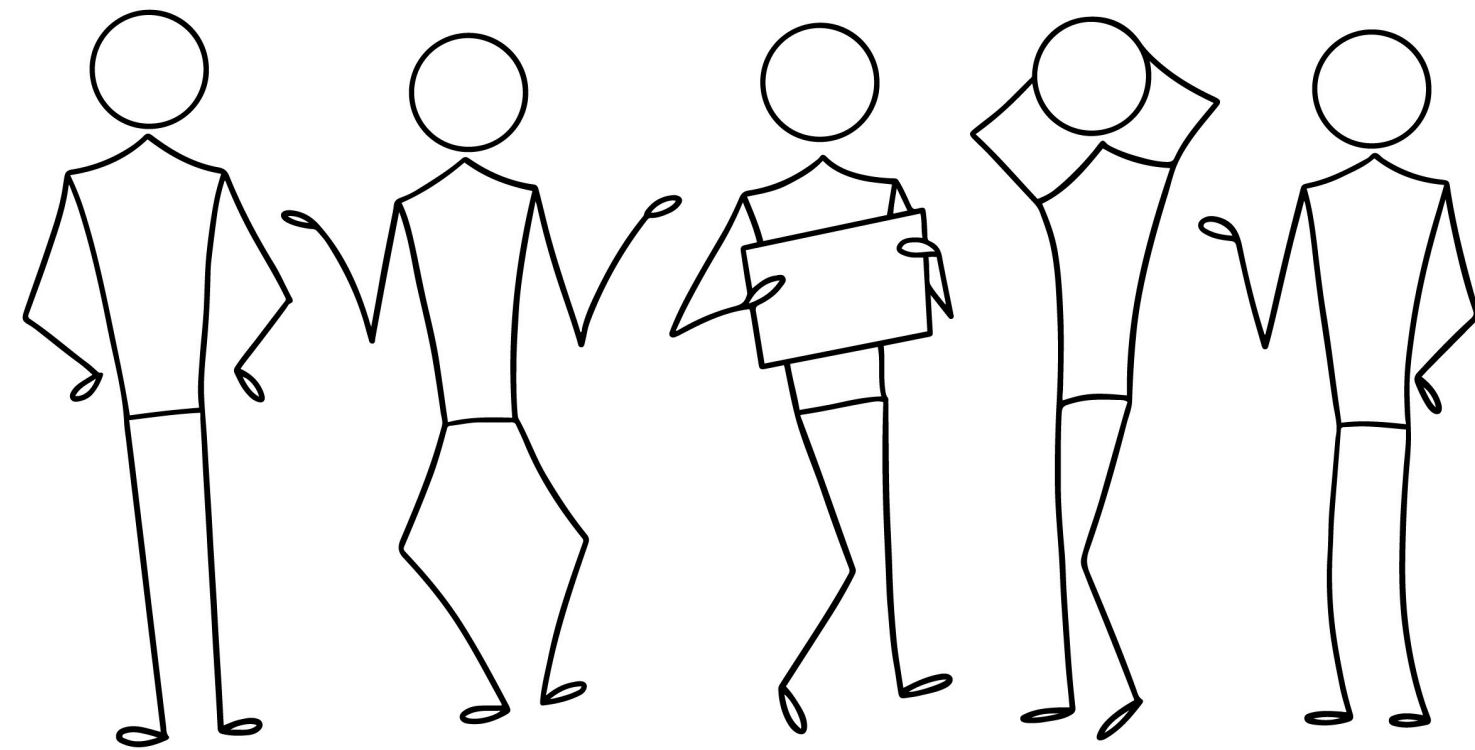
Marketing Your Levitt Music Series





I. Getting Started

Strategy



- WHO is your audience,
- WHERE are they,
- WHICH media do they consume,
- WHAT do you want them to know, feel, and/or do?

The What:

- Head (Knowledge/Awareness)
- Heart (Feelings/Attitude)
- Hands (Doing/Behavior)

Your Online Presence

Options

Adding Levitt
Music Series
information
to your
nonprofit's
existing
website

OR

Creating events
for each Levitt
concert
within your
nonprofit's
Facebook page

OR

Creating
social media
profiles
specifically for
your Levitt
Music Series

OR

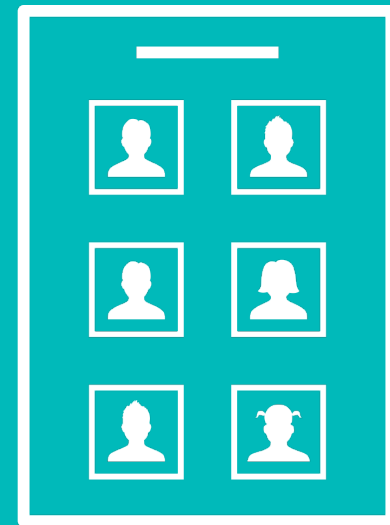
Developing
a website
specific to your
Levitt Music
Series using a
website builder like
Squarespace, Wix
or Weebly

Your Online Presence

Key Components



Series
overview



Artist
Roster
including
bios



Site name
& address



Directions,
transit options
& parking info



ADA
accessibility info



Site/venue
rules



Series
contact
info

**Please confirm Levitt Foundation approval of your artist roster prior to publishing press release.*

Contact: [NAME & TITLE]
[PHONE NUMBER]
[EMAIL ADDRESS]

For Immediate Release

CONCERT LINEUP ANNOUNCED FOR 2023 LEVITT AMP [CITY NAME] MUSIC SERIES

Free, family-friendly outdoor concerts will feature a feast of musical talents

[DATE]—The countdown to an unforgettable season of free concerts under the [STARS -OR- SUMMER SUN] in [CITY NAME] is underway! Today the Levitt AMP [CITY NAME] Music Series announced its impressive lineup of artists who will perform at [NAME OF PUBLIC SPACE] each [DAY OF WEEK] at [TIME] from [DATE] to [DATE]. [So](#) grab your family, friends and neighbors and get ready to experience the power of free, live music to bring our community together!

Sponsored in part by the Mortimer & Mimi Levitt Foundation, a national funder of creative placemaking that empowers communities to inject new life into underused public spaces through free, outdoor concerts, the Levitt AMP [CITY NAME] Music Series will present [NUMBER OF CONCERTS] free, family-friendly concerts to the public this [SUMMER -OR- FALL] at [NAME OF PUBLIC SPACE]. The series will feature a diverse lineup of high-caliber talent spanning genres like [GENRE, [GENRE](#) and GENRE].

Kicking off the series at [TIME] on [DATE] is [ARTIST], [SHORT DESCRIPTION OF ARTIST].

Also scheduled to perform are [ARTIST] ON [DATE], [SHORT DESCRIPTION OF ARTIST]; [ARTIST] ON [DATE], [SHORT DESCRIPTION OF ARTIST]; [ARTIST] ON [DATE], [SHORT DESCRIPTION OF ARTIST]; and [ARTIST] ON [DATE], [SHORT DESCRIPTION OF ARTIST].

The public is invited to bring their own picnics, [blankets](#) and lawn chairs to the concerts, which will have an open [LAWN] setting. [INCLUDE INFORMATION IF THERE WILL ALSO BE FOOD/DRINK VENDORS ON SITE OR OTHER ACTIVITIES ON SITE]. The Levitt AMP concert series is located at [ADDRESS] at the corner of [XXX AND XXX]. Admission is free.

Visit [WEBSITE] for a full schedule of concerts, directions and information on parking and wheelchair accessibility.

Last November, [CITY NAME] was named one of 33 small to mid-sized towns and cities across America to receive a **Levitt AMP [Your City] Grant Award** of \$90K in matching funds to present a free concert series at [NAME OF PUBLIC SPACE] in 2023. [ORGANIZATION NAME] submitted the Levitt AMP proposal and is presenting the concert series. [In an effort](#) to inspire and engage communities across the country around the power of creative placemaking, the Levitt Foundation invited the public to choose the Top 20 finalists through online voting. Learn more about the winners and the 330 free Levitt AMP concerts across America at [levittamp.org](#).



Music Series Press Release



STRATEGY

We suggest you begin promoting your Levitt AMP Music Series through eblasts at least three weeks before opening day and send additional eblasts at least twice leading up to the opening show.

Once the Levitt AMP Music Series is underway, we suggest you send out weekly eblasts to promote the concert being presented that week, including a photo of the artist and short description of their music, as the main highlight of the eblast, as well as pertinent information for the concert (date, location, time, parking info, etc.) and teasers about upcoming Levitt AMP concerts to complement your marketing efforts on social media.

Each eblast should include links to your concert page on the Levitt AMP website as well as links to any dedicated social media pages you are using to promote your Levitt AMP Music Series.

SAMPLE EBLAST SUBJECT LINES

- Free Levitt AMP CITY NAME Music Series starts DATE at PUBLIC SPACE
- Levitt AMP CITY NAME Music Series kicks off tonight with free show by GENRE performer ARTIST NAME
- GENRE performer ARTIST NAME coming to PUBLIC SPACE this DAY OF WEEK for free show
- Spend your DAY OF WEEK TIME OF DAY at the Levitt AMP CITY NAME Music Series in PUBLIC SPACE
- Grab a lawn chair and head over to PUBLIC SPACE for tonight's free Levitt AMP concert
- Tonight at PUBLIC SPACE: ARTIST NAME performs free Levitt AMP concert

SAMPLE EBLAST

PRIOR TO LAUNCH OF CONCERT SERIES

SAMPLE SUBJECT LINES: Let the music begin! -OR- It's Levitt AMP time!

The moment we've all been waiting for is ALMOST/FINALLY here! In just XX WEEKS/XX DAYS the Levitt AMP CITY NAME Music Series will launch on DATE, bringing the joy of free, live music to PUBLIC SPACE every DAY OF WEEK at TIME for the next # weeks (DATE to DATE). Thanks to a \$25K matching grant from the Mortimer & Mimi Levitt Foundation, a private foundation empowering communities through free, live music, the Levitt AMP CITY NAME Music Series promises high quality entertainment and good times

Eblast Strategy and Templates

Other Ways to Get the Word Out



Social Media

- Organic
- Paid

Other Advertising

- Digital
- Print
- Out-of-Home
- Radio/TV

REMEMBER In-Kind & Media Trades!

Signage



- Create a sense of place
- Great form of advertising
- Attendees will take photos
- Be creative & unique within your community



FREE MUSIC FRIDAYS

6pm



 @LevittAMPWoonsocket #MusicMoves
 



Scotland Saturdays Presents

LEVITT AMP BATON ROUGE MUSIC SERIES

Scottdenville Plaza, Baton Rouge, LA 70807
Saturdays at 5PM | May 25 - June 22 | #MusicMoves

ssaturdays.com

BIG CAR + ARTE MEXICANO EN INDIANA PRESENT

LEVITT VIBE INDIANAPOLIS MUSIC SERIES

OPEN TO ALL FOOD TRUCKS ART ACTIVITIES

FREE CONCERTS MULTI-GENRE

#MUSICMOVES

ON THE LAWN
GARFIELD PARK ARTS CENTER
2432 CONSERVATORY DR

SUNDAYS: NOON TO 3 PM
SEPT. 1, 8, 22, 29
OCT. 6, 13, 20











bigcar.org/project/vibe/
 @bigcarpix @levittfoundation

June 14 - August 23

Levitt AMP Woonsocket Music Series

Fridays 6pm-9pm























Woonsocket Senators Picard & Murray and Representatives Phillips, Casey, & Brien | Woonsocket City Councilors Mancieri, Soucy, Ward, Gonzalez, Gendron, McGee, & Thompson | Sonia Lindsey Giving Fund



III. Share-out: What's Worked for Your Music Series?



III. Levitt-Provided Resources

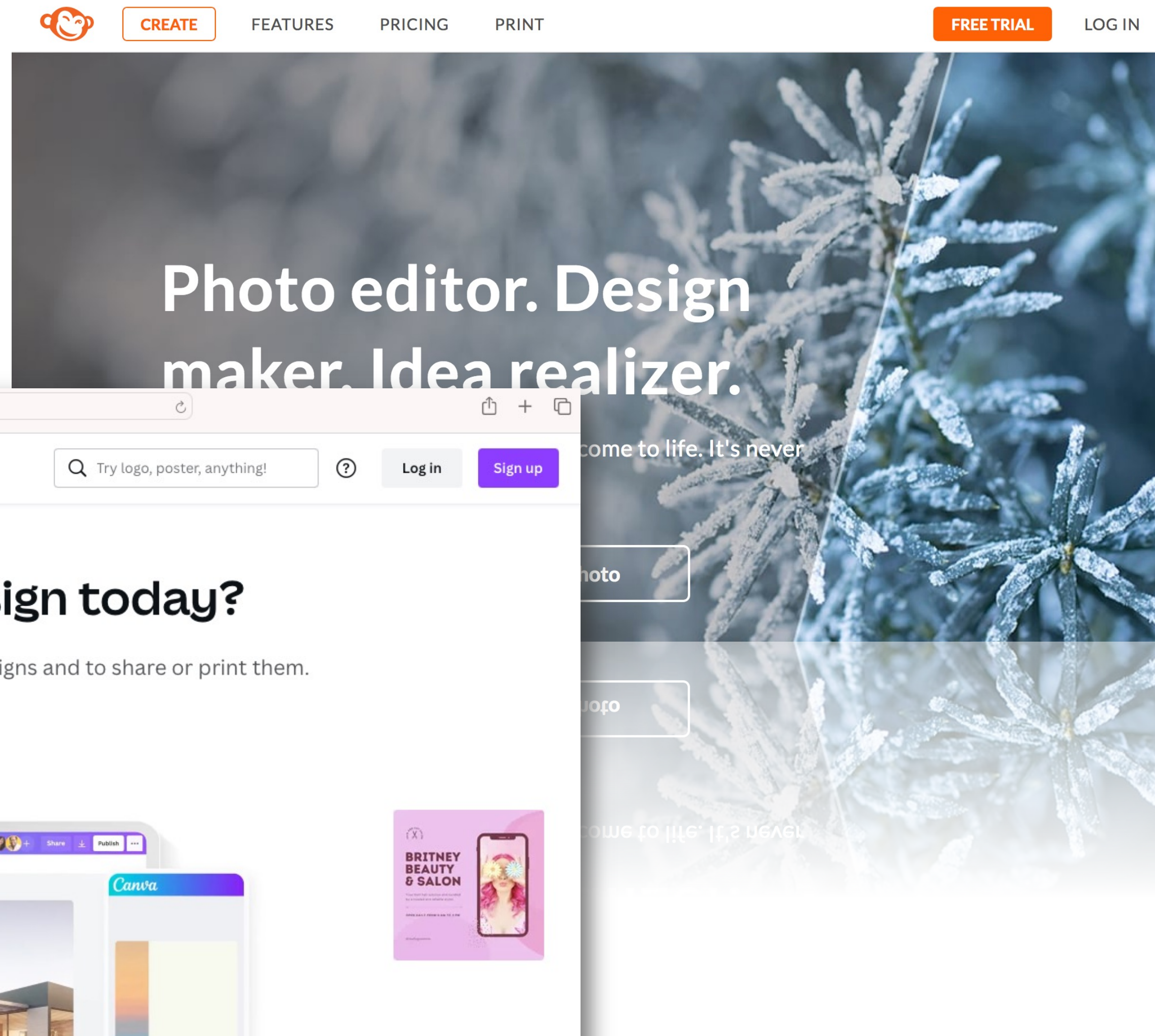
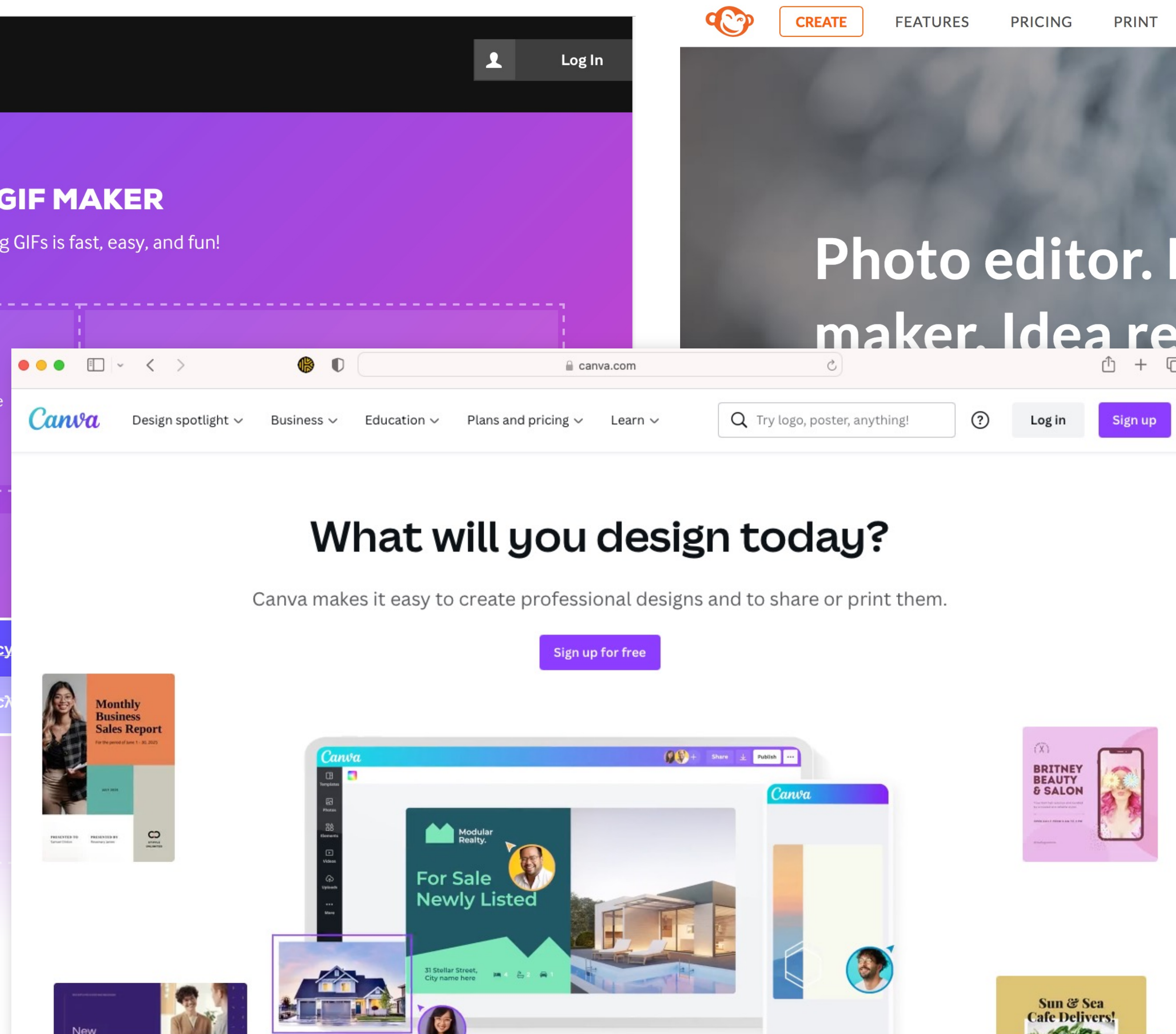
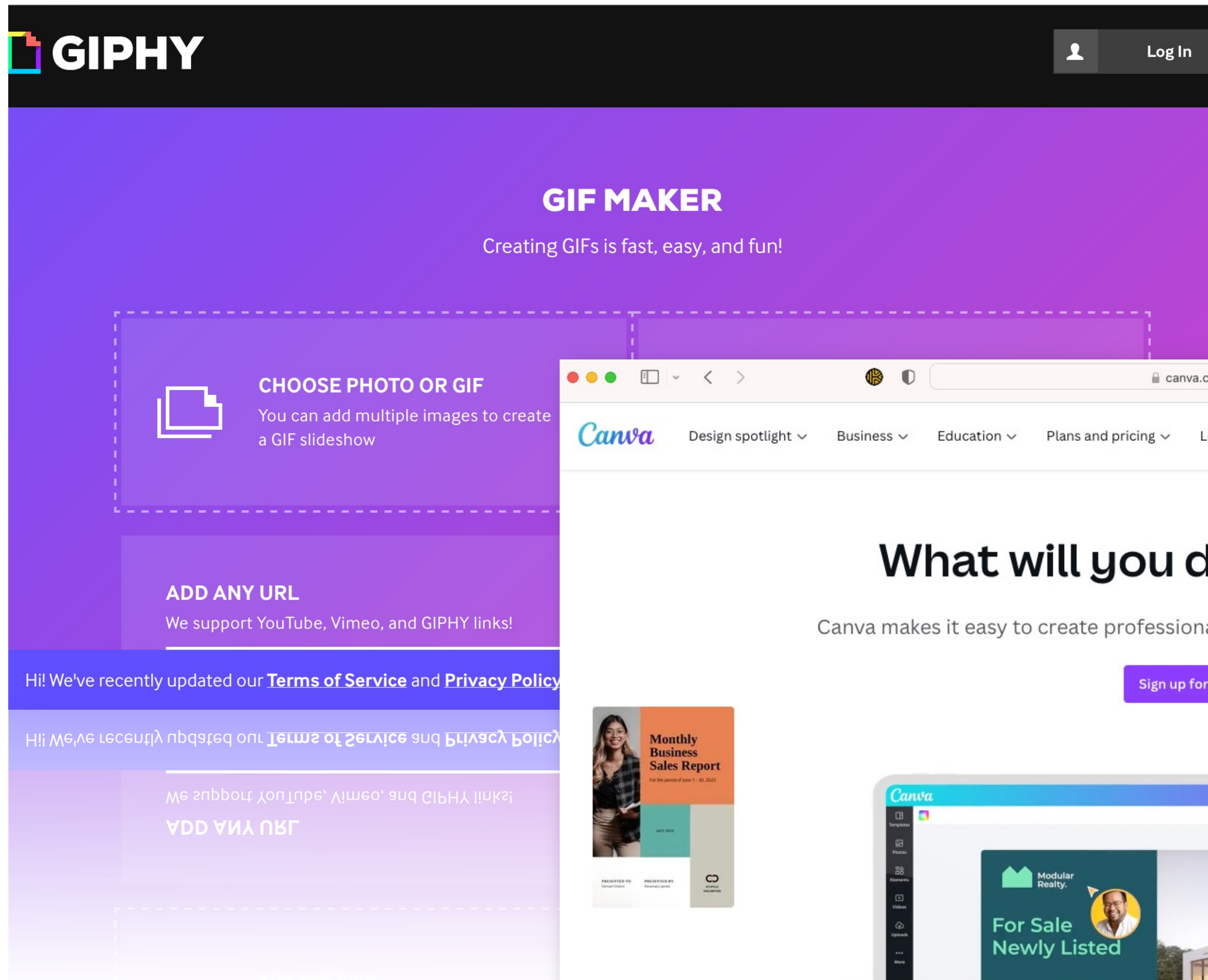
Customized Graphics



Film/Photo Release Signs



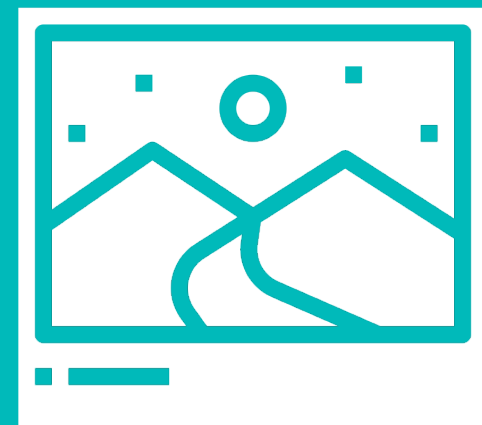
Online Resources



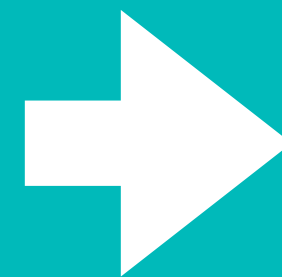
Your Page on Levitt's Site



Series/grantee
overview



Public
site
image



- [Levitt.org/\[AMP/BLOC/VIBE\]-city-state](https://levitt.org/[AMP/BLOC/VIBE]-city-state)
- Levitt series URL
- Photo gallery from 2024
- Levitt site and contact info

LOCATIONS

Check out the 45 communities that are presenting free Levitt concerts in 2024. To view past grantees, click [here](#).

LEVITT VENUES | LEVITT AMP | LEVITT VIBE | LEVITT BLOC



National Promotion



Locations

What We Fund

Our Spend Down

Get Involved

Levitt Now



BLOG

Celebrating Native American Heritage Month with Levitt Communities

POSTED ON NOV 26, 2024



All My Relations Celebration (AMRC) at Levitt Pavilion Denver

Celebrated each November, National Native American Heritage Month is a time to honor the diverse traditions, stories, and contributions of Native American, Alaska Native, Native Hawaiian, and affiliated Island communities. Initiated in 1990, this annual recognition commemorates Indigenous histories—and the vibrancy of contemporary Native cultures and peoples in the present moment and into the future.

Throughout the year, Levitt communities work to support and extend Native visibility, platforming Indigenous artistry and fostering cultural understanding through partnerships with local organizations and leaders.



levittfoundation

levittfoundation We're heading to Florida for a #FlashBack #FromTheFieldFriday! Earlier this year, @levittampocala welcomed Foundation Program Officer Amber Withers, who was able to catch a performance by @liannrosemusica and the Sean Thomas Jazz Trio during her visit.

As part of a larger cultural expansion in Ocala, the Music Series has positively impacted the area near its location, Webb Field. During her trip, Amber had a chance to connect with key partners including series presenter @mcaocala, @cityofocala, @ocalaculturalarts, and Mayor Ben Marclano. Plus, she got to check out the artwork created at the series—Levitt AMP Ocala-wrapped bus!

#FBF #flashbackfriday #LevittAMPOcala #LevittFoundation #FromTheField

View insights



Liked by photography_lukes and 10 others
November 22, 2024

Add a comment...

Boost post



colusacountyarts

levittfoundation
Original audio

levittfoundation What an awesome video from @colusacountyarts spotlighting artist Heather Hardison and the mural at Veterans Memorial Park in Colusa, California, where @levittampcolusa takes place! It's amazing to see how all types of artistic expression can bring communities together. 🎨🎵

The Colusa County Arts Council commissioned the new mural in Veterans Memorial Park by artist Heather Hardison in June 2024. Check out this Artist Spotlight (@hapa.films) about the thinking behind the imagery. The purpose of our Public Art Projects program is to bring beauty to our county through the creative placemaking power of public art. Learn more about the program—past, on-going, and future projects—on our website: colusa-arts.org/programs/public-art-projects

Do you have a public-facing wall or space in Colusa County that you'd like to be considered for our next Public Art Project? The deadline to apply as a business or municipal organization is September 15, 2024.

View insights



Liked by levittampcolusa and 7 others
August 21, 2024

Add a comment...

Post



levittfoundation

levittfoundation Keep the Independence Day weekend festivities going and check out these photos from @levittamppearlham, which hosted a Red, White, and Blue Night along with local organization Greater Madison County Community Foundation earlier this week.

With more than 1,000 people in attendance, the event included music from the Iowa Military Veterans Band and @savannachestnut and The Field Hands, as well as a fabulously festive photo booth. Thanks to Levitt AMP Earham, @shannonpaynephotobooth, and Jenna Orr for sharing these photos!

#july4th #independenceday #4thofjuly #LevittAMPEarham #musicmoves #LevittFoundation

26w

View insights



Liked by photography_lukes and 10 others
July 5, 2024

Add a comment...

Boost post



Locations

What We Fund

Our Spend Down

Get Involved

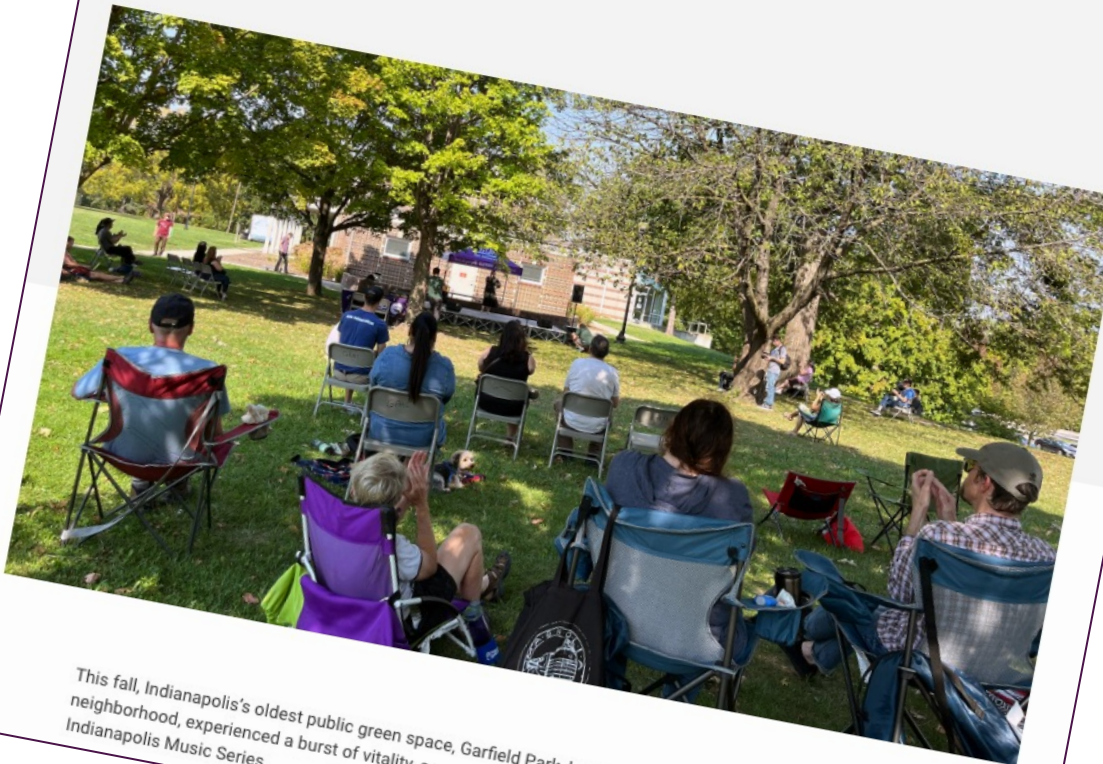
Levitt Now



BLOG

Levitt VIBE Indianapolis Community Spotlight

POSTED ON OCT 18, 2024



This fall, Indianapolis's oldest public green space, Garfield Park, located in the diverse Near Southside neighborhood, experienced a burst of vitality, community and joy with the debut of the Levitt VIBE Indianapolis Music Series.

Upcoming: Story Submission Form

Share what's happening with your Levitt music series.

The Levitt Foundation is always excited to leverage our national platforms to share and celebrate the work of our grantees with music-lovers and community-builders across the country.

Have you seen the impact of your work out in the community? Did you have an especially wonderful show? Did your organization get recognized with an award or some kind of recognition? Are you in the running for a contest and need votes? Do you have an inspiring story to share? Please complete this form to share your story and be considered for a feature on our blog or social media platforms!

***Tell us a story! What's been going on with your Levitt music series that's inspiring, funny, dramatic, or [insert emotion here]?**

Please enter your response

***Now, tell us a bit about yourself.**

Name *

Email *

Levitt City *

***What's your connection or role with the Levitt music series?**

Examples: I'm a volunteer with Levitt AMP Galva. I'm the marketing coordinator for On Broadway, which presents Levitt AMP Green Bay.

Please enter your response

Do you have any photos that go along with this story or info? Upload them now!



EXPERIENCE

the magic of Levitt concerts taking place
your community, in person or virtually.

SHARE

your best concert photos, videos or
Levitt-inspired creations to Instagram
with the hashtag #MusicMoves in the
caption.

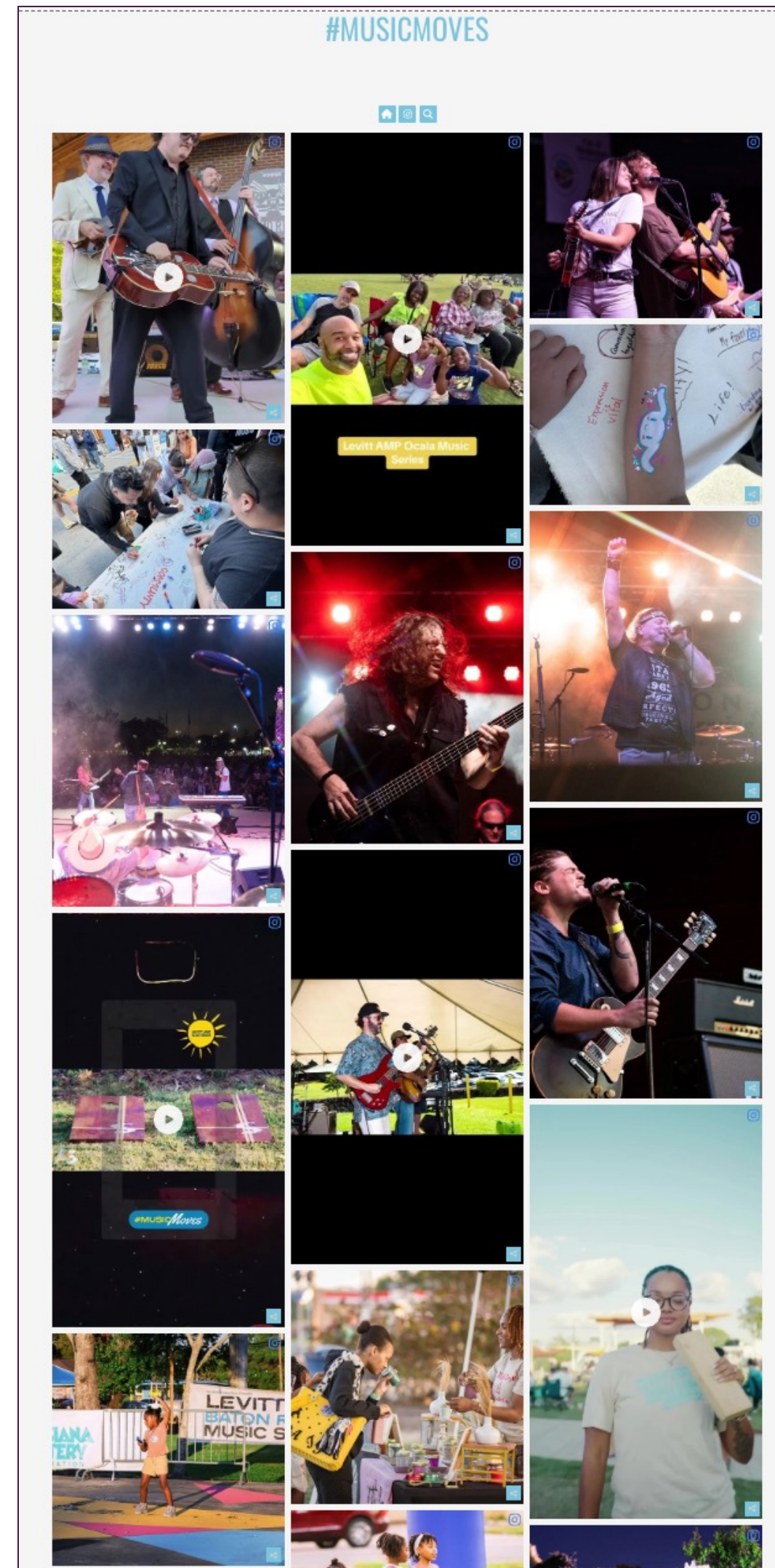
SEE

#MusicMoves submissions from
Levitters across the country below. Just
scroll down!



#MusicMoves

- Celebrates free Levitt concerts
- Reflects core values
- Emphasizes larger cause
- Connect Levitt audiences across America
- Your promotion of this campaign is key!



#MusicMoves



#MusicMoves

#MUSIC MOVES 2025

**We're Celebrating the 10th Year of
#MusicMoves by Giving a \$5,000
Grant to One Nonprofit Presenting
a Levitt Music Series!**

For the past decade, Levitt venues and concert sites have inspired Levitt audiences from across the country to share their #MusicMoves on Instagram, showcasing photos and videos that capture the energy and excitement of their Levitt concert experience. More than a way for concertgoers to share how much fun they're having—#MusicMoves is a national campaign to celebrate the collective joy and sense of community found at Levitt concerts nationwide!

This year, to celebrate our 10th anniversary—as well as to further inspire your audiences to participate in this national campaign—we will be giving one \$5,000 grant to one nonprofit presenting a Levitt music series that generates at least 50 audience submissions! Audience members will still have the opportunity to win a prize individually (Apple AirPods)—and this year their participation in #MusicMoves could also help your nonprofit receive a grant!





Levitt Tote Bag

- Fun swag
- Capture data
- Can include Sponsor info/products





IV. Required Marketing Deliverables

Required Components

- Series Name
- Levitt Foundation logo
- Print and Online Recognition
- Social Media Recognition
- Stage Recognition
- Levitt Music Series Curated Photos
- Photo/Film Release Signage



Name of Series

- Levitt AMP/BLOC/VIBE [City/Neighborhood] Music Series
- Presenting sponsor or preexisting series
 - Maximum one presenting sponsor, org or previous series name associated
 - Target presents Levitt AMP...
 - Levitt BLOC ... presented by First Union Bank
 - Levitt VIBE name larger



OOPS!

- ~~Levitt AMP Foundation~~
- ~~V.I.B.E.~~
- ~~BLOC Levitt~~
- ~~Levitt Foundation Series~~
- ~~The~~ **Mortimer and & Mimi Levitt Foundation**
- **Levitt Foundation (the Levitt Foundation is ok too)**



Levitt Foundation Logo



LEVITT
FOUNDATION

Print and Online

2024 levitt AMP
BEREA MUSIC SERIES

10 YEARS OF FIRST FRIDAY BEREA
BEREA SKATE PARK 6:30-9PM

5/3 ZOE SPEAKS	5/3 BEREA COLLEGE BLUEGRASS ENSEMBLE	5/4 SOMETHING SANDY	5/4 CIRCUS BEAR
6/7 SABINE MCCALLA	6/7 LAUREL LEWIS	6/23 SISTAH LALA	6/23 KOR'EE JACKSON AKA KJ SOUL
7/2 YAPA	6/23 JUNETEENTH BEREA SKATE PARK 3-7PM 7/2 BEREA FARMERS MARKET 4-6PM 7/5 BEREA COMMUNITY SCHOOL LAWN 6-8PM	7/5 DARBY WILCOX	7/5 CATRIGNA STURTON
8/2 SIA TOLNO / AFRO DEAD	8/2 A'JA HAYNES	8/3 WAYNE GRAHAM	8/3 BEDFORD
9/6 BELLA'S BARTOK	9/6 WALK SIGN CHESTNUT	9/7 SAM GLEAVES, DEBORAH PAYNE & HASEE CIACCIO	9/7 THE MONTVALES

MAY - SEPTEMBER FREE CONCERTS
FOOD TRUCKS | KIDS ACTIVITIES | POP-UP MARKET

REBEL REBEL STUDIO + LOUNGE
MOUNTAIN ASSOCIATION
BEREA
LEVITT FOUNDATION



Hāna Arts
LIVE MUSIC ARTS & CULTURE FREE ENTRY

Levitt AMP Hāna MELE SERIES

WWW.HANAARTS.ORG
ALOHA@HANAARTS.COM
#MUSICMOVES

HĀNA, MAUI, HAWAII 96713

6/7/2024 - 3:00 PM - MAKA GALLINGER
FEATURING HE MAKANA ALOHA MUSIC CAMP @ HĀNA FARMERS MARKET

6/22/2024 - 5:00 PM - BROWNHICKEN BROWNCOW
FEATURING SWEET BEATS @ HĀNA RANCH ARENA

7/5/2024 - 3:00 PM - TAVANA
FEATURING ADRIAN TREVINO @ HĀNA FARMERS MARKET

8/2/2024 - 3:00 PM - WEHILEI
FEATURING SHANDI HO'OPAI @ HĀNA FARMERS MARKET

8/16/2024 - 3:00 PM - JASON ARCILLA & THE MAD STEPPAS
FEATURING NELSON & KA'ILI KANAKAOLE @ HĀNA FARMERS MARKET

8/30/2024 - 3:00 PM - ROWDY LOVE
FEATURING STICKY RICE @ HĀNA FARMERS MARKET

9/6/2024 - 3:00 PM - KANEKOA
FEATURING UNCLE KEONI DARISAY @ HĀNA FARMERS MARKET

9/20/2024 - 3:00 PM - KAINANI KAHANAUELE
FEATURING KULA KAIAPUNI O HĀNA @ HĀNA FARMERS MARKET

10/11/2024 - 5:00 PM - YELLOWMAN
FEATURING CHERREH STRAWBERRY @ ALA KUKUI

10/18/2024 - 3:00 PM - LIZ MORALES & JORDAN SOON
FEATURING GEORGE KAHUMOKU JR @ HĀNA FARMERS MARKET

The Levitt AMP Hāna Music Series is supported in part by the Mortimer & Mimi Levitt Foundation, which partners with changemakers and nonprofits across the country to activate underused outdoor spaces, creating welcoming and inclusive destinations where the power of free, live music brings people together, fosters belonging, and invigorates community life. www.levitt.org

MAUI COUNTY
HAWAII
Hāna Maui
WESTAF

Social Media Recognition



- Required text and images in Toolkit
- 3 Facebook
- 3 Instagram
- Schedule
- Be sure to tag us!

Stage Recognition



50-100 Curated Photos



- Venue
- Audience
- Artists
- Sponsors
- Community partners
- Overall experience

Film/Photo Release Signs



Questions (and Ideas)?

