



# STC Live



## 2019 Demographics

- 53 Performances
- 4 Venues
- 16 Weeks of exposure
- 14 Print ads in local newspapers
- 40,000 Cars per day see the 12 Main Street promotional parade banners with Presenting and Gold Sponsor logos
- 98,000 Impressions from online ads alone
- 85,165 Impressions on social media alone

**Presenting Sponsor** **\$3,000**

- Logo prominently displayed on up to six Main Street Promotional STC Live banners all summer long, with a reach of more than 40,000 cars per day
- Two dedicated social media posts featuring your company with over 16,000 followers on Facebook
- Featured Company name or logo on a large banner in the plaza for the entire summer
- Logo placement on marketing materials, event schedules and online communications
- Logo placement in all advertising including print, newspaper and magazine ads
- Prominent logo placement with hotlink on the Alliance’s website
- Company name mention in all press releases distributed to all local and regional media and the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in “thank you” ad

**Gold Level Sponsor (6 Available)** **\$1,500**

- Logo displayed on up to three Main Street promotional STC Live banners all summer long, with a reach of more than 40,000 cars per day
- One social media posts featuring your company with over 16,000 followers on Facebook
- Shared logo placement on a large banner in the plaza for the entire summer
- Logo placement on marketing posters, event schedule/brochure and some online communications
- Logo placement with hotlink on the Alliance’s website
- Company name mention in press release distributed to all local and regional media and the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in “thank you” ad

**Silver Level Sponsor (7 Available)** **\$750**

- One social media posts featuring your company with over 16,000 followers on Facebook
- Logo placement on marketing posters, event schedule/brochure and some online communications
- Logo placement with hotlink on the Alliance’s website
- Company name mention in press release distributed to all local and regional media and the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in “thank you” ad

**Band Sponsor (10 Available)** **\$300**

- Logo placement with hotlink on the Alliance’s Website
- Company name mention in the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in “thank you” ad
- Opportunity to have a table on the plaza during your band’s performance to promote your business