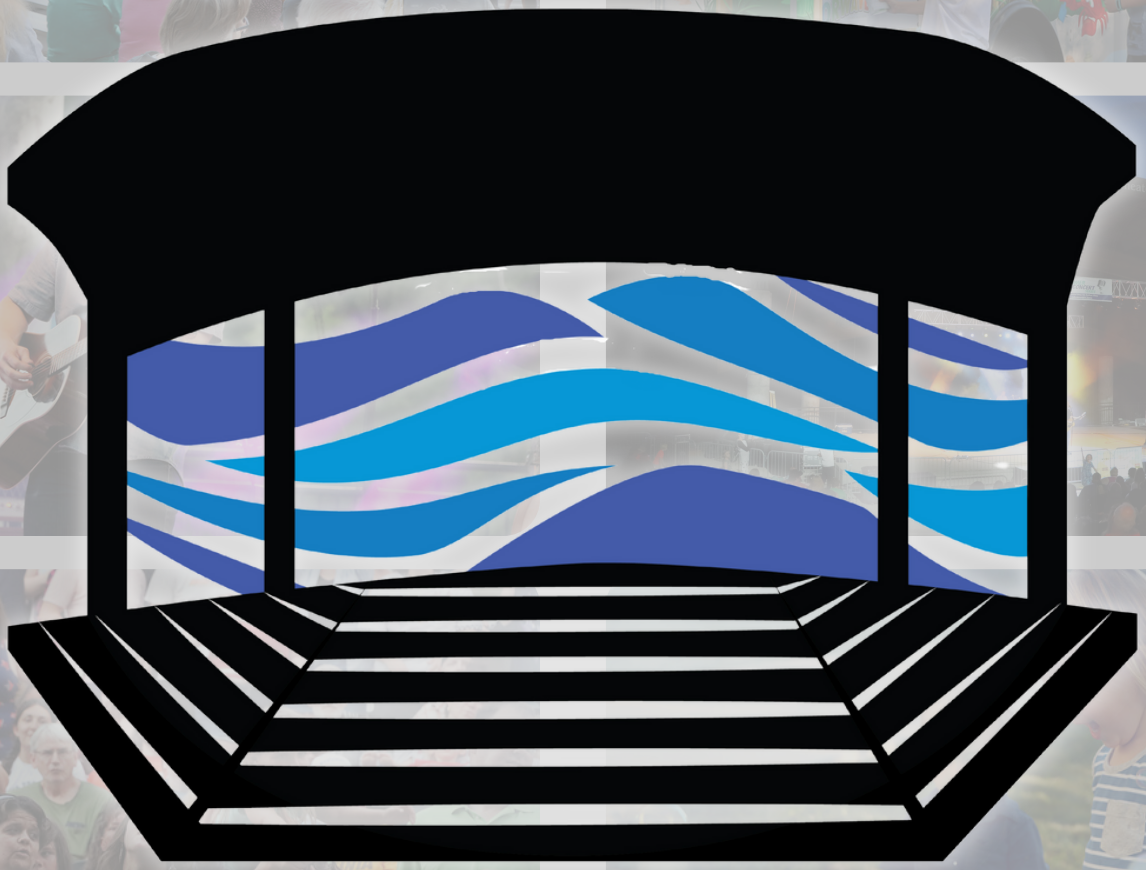
RUBY



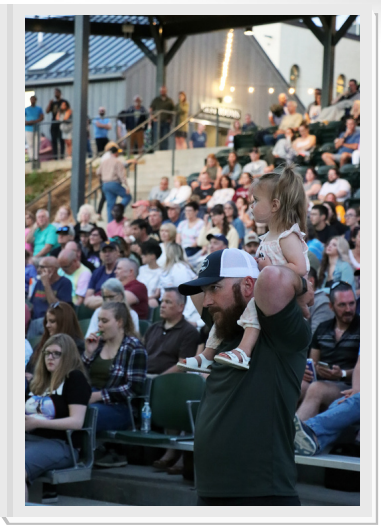
AMPHITHEATER

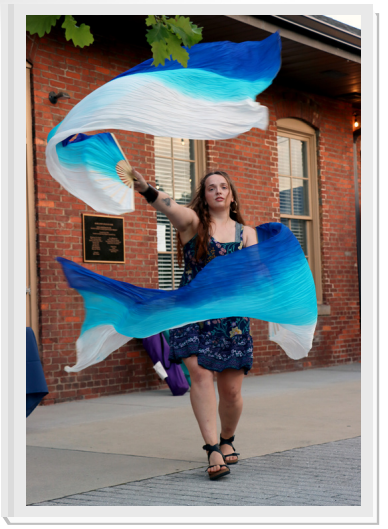
THE CITY OF
MORGANTOWN
WEST VIRGINIA

2023 EVENT SPONSORSHIP PACKET

https://rubyampwv.com/

ABOUT THE RUBY SUMMER CONCERT SERIES





EVENT DESCRIPTION

HOT SUMMER NIGHTS, COOL SUMMER SOUNDS

Live music. Local foods.
Loads of fun for all.

The City of Morgantown and The Hazel Ruby McQuain Charitable Trust proudly present the Ruby Summer Concert Series – free concerts every Friday night throughout June, July and August.

Back for our second year in a row, we are excited to feature nationally touring artists and performers as well as regional musicians from all genres. Not only that, but we're proud to offer a variety of food trucks that captivate the senses and family oriented activities that will have you engaged all night long!

2022 AUDIENCE DEMOGRAPHICS:

Location:
81% of attendees reside in Monongalia County
4% reside in Marion County
3% reside in Preston County
2% reside in PA, MD or an outlier WV County

Gender:
62% Female
36% Male
2% Binary, Transgender, or preferred not to disclose

Age:
70% of attendees between 40-60
15% of attendees between 21-40
10% of attendees under 20
5% of attendees over 60+

Average Concert Attendance:
2000
With attendance reaching 5000+ for some shows

All demographics are estimated based on gathered data

ABOUT THE RUBY SUMMER CONCERT SERIES

EVENT HIGHLIGHTS

- Voted Best Festival 2023 Best of Morgantown and 2022 Regional Winner of Best Fair/Festival/Event in the Best of West Virginia
- Family Friendly Event
- 12 FREE concerts, happening weekly and other special summer events
- Members of the community spend more time and money in the downtown district
- Unique event that appeals to a wide audience

GOALS

- Raise funds to support current/ future programming Ruby Amphitheater events
- Provide a fun, safe, and exciting gathering space for families and friends to escape from the stress of the week
- Foster development of one of the premier outdoor music festivals in West Virginia
- Engage local businesses to support the mission of the Ruby Amphitheater
- Generate tourism and economic development in Morgantown, specifically energizing the Wharf and Downtown districts

TYPICAL SCHEDULE

Friday Night

5:00 PM -Park Opens to Public
Food trucks, face painting, etc. are available to the public
7:00 PM – Regional Opening Group
Supporting local/regional musicians
8:30 PM – Nationally Touring Artist or Headliner
10:30 PM- Park Closes to Public

Ticketed events provide funding for other community programming such as movie nights, Shakespeare in the Park, and more. All income generated at Ruby Amphitheater must be used for programming and events at the park.

RUBY SUMMER CONCERT SERIES
2023 SPONSORSHIP LEVELS

You will need your Sponsor logo, website URL, and a short description, along with your other contact details

SPONSORS- $10,000 AND UP

- Major sponsorship title
- Logo and link to your business website on Ruby website & A & E Monthly Newsletter
- Logo on Summer Concert Series stage banner
- Approved message & logo on stage video screen
- On stage recognition during concert series
- One Facebook and Instagram sponsored post
- End of series social media sponsor thank you post
- Logo on all print & digital media ads, event posters etc.
- Company logo included on concert series t-shirts

COMMUNITY SUPPORTERS- $5,000

- Logo and link to your business website on Ruby website & A & E Monthly Newsletter
- Logo on Summer Concert Series stage banner
- One Facebook and Instagram sponsored post
- End of series social media sponsor thank you post
- Logo on all print & digital media ads, event posters etc.

FRIENDS OF LIVE MUSIC - $1,000

- Logo and link to your business website on Ruby website & A & E Monthly Newsletter
- One Facebook and Instagram sponsored post
- End of series social media sponsor thank you post
- Logo on all print & digital media ads, event posters etc.

ADDITIONAL OPPORTUNITIES

INDEPENDENCE DAY CELEBRATION- $15,000-$20,000

Available to 2 sponsor

- Sponsorship recognition throughout Independence Day AND Ruby Summer Concert Series
- Website & Newsletter Presence
- Day of Event Advertisements
  (Banners, Stage Recognition, Digital Signage, etc.)
- Social Media Promotions
- Branded as a major sponsor during all advertisements

HOSPITALITY SPONSORS- Between $5,000- $10,000

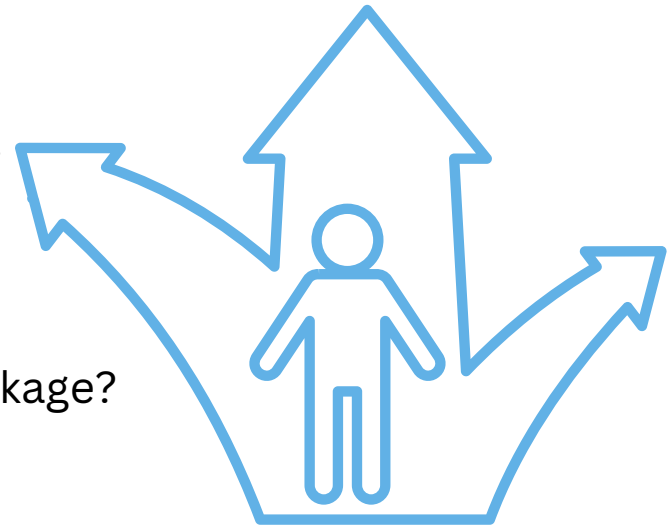
(For Hotels and Restaurants ONLY) Available to 3-5 sponsors

- Providing equivalent food, hotel and hospitality services for performers can be substituted for monetary sponsorship
- Website & Newsletter Presence
- Day of Event Advertisements
  (Banners, Stage Recognition, Digital Signage, etc.)
- Social Media Promotions

TICKETED CONCERTS & SPECIAL EVENTS- $25,000- $75,000

Varies based on concerts offered

- Sponsorship recognition throughout both the ticketed event AND Ruby Summer Concert Series
- Website & Newsletter Presence
- Day of Event Advertisements
  (Banners, Stage Recognition, Digital Signage, etc.)
- Social Media Promotions
- Branded as a major sponsor during all advertisements
- Tickets in reserved seating area
- Meet and greet with artists (if available)



Interested in creating a customized package?
Let's talk further!

NEW FOR 2023

The 2022 Ruby Summer Concert Series was a tremendous success with over 28,500 people attending concerts, Shakespeare in the Park, and the 4th of July Celebration.

We have expanded our technical capabilities and now have a state-of-the-art digital video projector. We are looking for a corporate partner to launch a free movie series at the Ruby Amphitheater!

We envision free movies "drive-in style" on a number of dates throughout the summer season. These family-oriented events would consist of 6-10 movie nights.
The estimated cost for the sponsorship is $10,000.
Sponsorship would include:

- Sponsorship recognition throughout Ruby Summer Concert Series and Movie Series
- Website & Newsletter Presence
- Day of Event Advertisements (Banners, Stage Recognition, Digital Signage, etc.)
- Social Media Promotions
- Branded as a major sponsor during all advertisements
- Other opportunities may be developed in conjunction with the sponsor

Another new opportunity! The End of Season Blowout!
The final concert of the 2023 Ruby Summer Concert Series will be Friday, August 25th featuring a performance of the alt rock powerhouse group, Smash Mouth! This event, sure to draw a huge crowd, will also feature fireworks after the performance ensuring the 2023 concerts go out with a bang.
The cost of this sponsorship is $15,000.
Sponsorship would include:

- Sponsorship recognition throughout Ruby Summer Concert Series
- Website & Newsletter Presence
- Day of Event Advertisements (Banners, Stage Recognition, Digital Signage, etc.)
- Social Media Promotions
- Branded as a major sponsor during all advertisements
- Other opportunities will be developed in conjunction with sponsor

Questions?
Vincent Kitch- Director of Arts and Cultural Development
Email vkitch@morgantownwv.gov or call 304-284-7472
to discuss sponsorship opportunities further