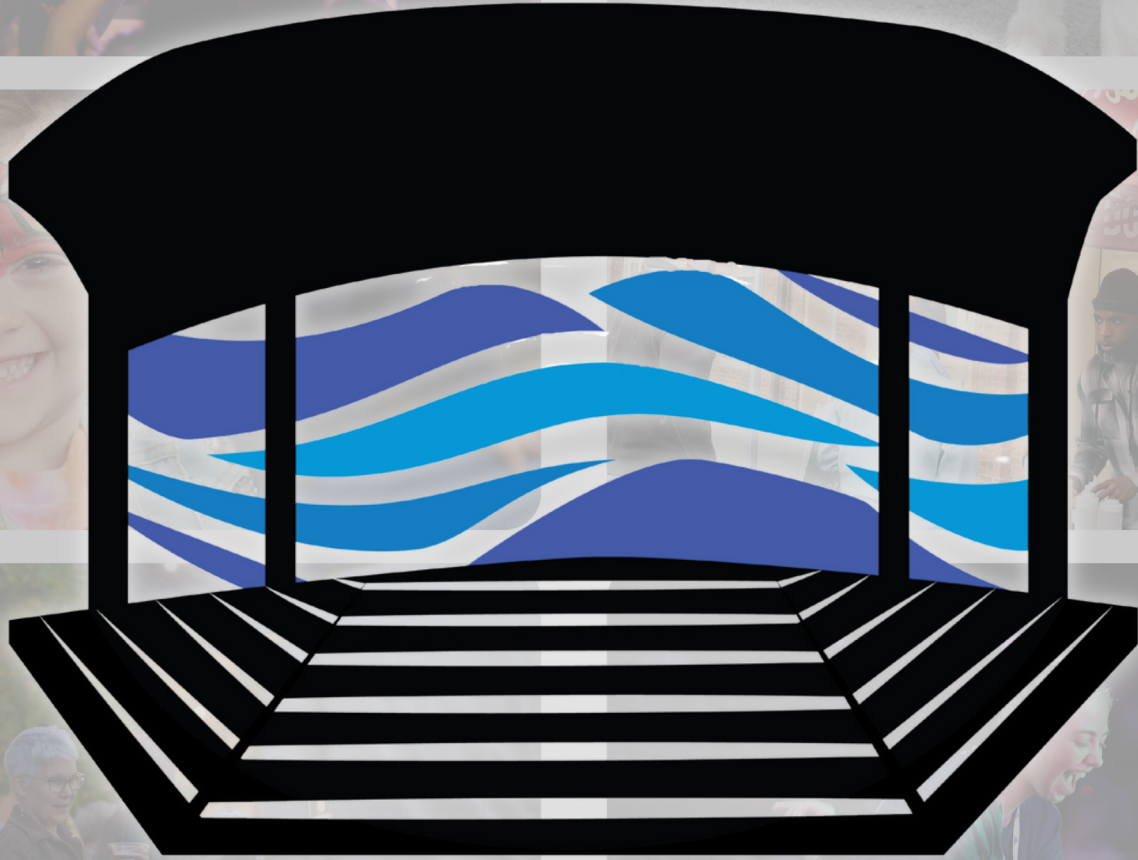




RUBY



AMPHITHEATER



The City of
MORGANTOWN

2024 EVENT SPONSORSHIP PACKET

<https://rubyampwv.com/>

ABOUT THE RUBY SUMMER CONCERT SERIES

**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 third 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 and family oriented activities that will have audiences engaged all night long!

2023 AUDIENCE DEMOGRAPHICS:

Location:

70% of attendees reside in Monongalia County

8% reside in Marion County

9% reside in Preston County

13% reside in other states (15) or an outlier WV County

Gender:

70% Female

29% Male

1% Other

Age:

60% of attendees between 46-64

40% of attendees between 25-45

15% of attendees over 65+

5% of attendees under 25

Average Concert Attendance:

3500

with attendance reaching 7000+ for some shows

All demographics are estimated based on gathered data



ABOUT THE RUBY SUMMER CONCERT SERIES

EVENT HIGHLIGHTS

- Voted Best Festival 2023 and 2024 by the Best of Morgantown, 2022 Regional Winner of Best Fair/Festival/Event and 2023 Runner up Best Live Music Venue in the Best of West Virginia
- 40,000-50,000 people in attendance throughout the Summer
- Family and pet friendly event
- 12 FREE weekly concerts, 4th of July Celebration and other special events
- Unique events that appeals to a wide audience

GOALS

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



TYPICAL SCHEDULE

Friday Night

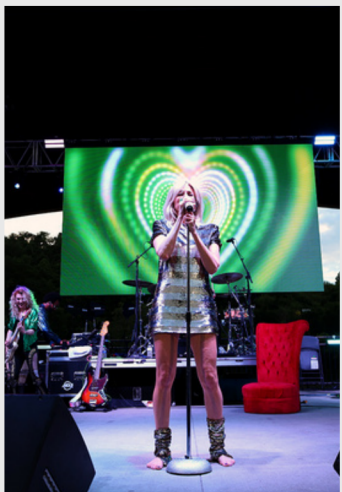
5:00 PM -Park opens to public
Food trucks, face painting, etc. are available

7:00 PM – WV/ regional opening
group supporting area musicians

8:30 PM – Nationally touring artist or
headliner

10:30 PM- Park closes to public

Ticketed and special 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

2024 SPONSORSHIP LEVELS

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

SPONSORS- \$10,000 AND UP

- Major sponsorship title
 - Sponsor reserved VIP space or seats for up to 10 people at one event
- *Subject to scheduling and availability. Not available 7/4 or 8/30
- Prominent logo placement on Ruby website (in two locations) & in A & E monthly newsletter
 - Large logo on Summer Concert Series stage banner
 - Individualized logo & tagline (1) slide displayed on stage video screen
 - On stage recognition during Concert Series
 - Large logo on back of Concert Series rack card
 - Announcement social media post of all sponsorship levels (Facebook, Instagram)
 - (2) Individual Facebook and Instagram sponsored post
 - End of series social media thank you post of all sponsorship levels



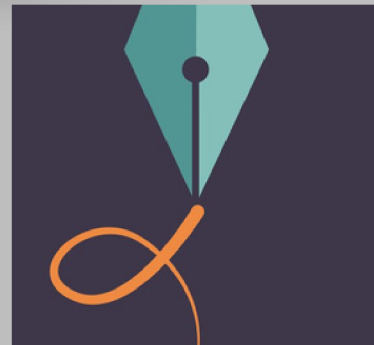
PARTNERS- \$5,000

- Logo on Ruby website (in two locations) & in A & E monthly newsletter
- Medium logo on Summer Concert Series stage banner
- Shared logos & tagline of (2) Partners per slide displayed on stage video screen
- Medium logo on back of Concert Series rack card
- Announcement social media post of all sponsorship levels (Facebook, Instagram)
- (1-2) Individual Facebook and Instagram sponsored post
- End of series social media thank you post of all sponsorship levels



SUPPORTERS- \$3,000

- Logo on Ruby website (in two locations) & in A & E monthly newsletter
- Small logo on Summer Concert Series stage banner
- Logos & tagline of multiple Supporters per slide displayed on stage video screen
- Small logo on back of Concert Series rack card
- Announcement social media post of all sponsorship levels (Facebook, Instagram)
- (1-2) Paired Facebook and Instagram sponsored post
- End of series social media thank you post of all sponsorship levels



FRIENDS- \$1,000

- Name recognition on Ruby website & in A & E monthly newsletter
- Name recognition on Summer Concert Series stage banner
- Name recognition of all Friends displayed on (1) slide on the stage video screen
- Name recognition on back of Concert Series rack card
- Announcement social media post of all sponsorship levels (Facebook, Instagram)
- (1) Paired or group Facebook and Instagram sponsored post
- End of series social media thank you post of all sponsorship levels



ADDITIONAL OPPORTUNITIES

4TH OF JULY CELEBRATION- \$15,000-\$20,000

- Sponsorship recognition throughout Independence Day AND Ruby Summer Concert Series
- Website & newsletter presence
- Day of event advertisements
- Social media promotions
- Branded as a major sponsor during all advertisements



RUBY SUMMER MOVIE SERIES- \$7,500

- Sponsorship recognition throughout Ruby Summer Concert Series and Movie Series
- Website & newsletter presence
- Day of event advertisement on state of the art digital video screen
- Branded as a partner during all advertisements

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

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

END OF SEASON BLOWOUT- \$15,000

- Sponsorship recognition throughout Ruby Summer Concert Series
- Website & newsletter presence
- Day of event advertisements
- Social media promotions
- Branded as a major sponsor during all advertisements

FREE FAMILY FACE PAINTING- \$6,500

- Sponsorship recognition throughout Ruby Summer Concert Series and Movie Series
- Website & newsletter presence
- Branded as a partner during all advertisements

Questions?

Vincent Kitch

Director of Arts and Cultural Development

Email vkitch@morgantownwv.gov

or call 304-284-7472

to discuss sponsorship opportunities further

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