

**summer  
sounds**  
MUSIC SERIES  
CEDAR CREEK PARK

**Cedarburg's most  
popular summer event  
is back for 2021!**





# our mission

*The mission of Cedarburg Music Festivals is to provide free, quality music experiences for the greater Cedarburg community.*

**Enrich** the community through a free, ongoing concert series

**Provide** a venue for area families to come together and share cultural experiences

**Further** utilize existing community assets such as Cedar Creek Park

**Promote** the City of Cedarburg as a cultural destination

A poster for the Summer Sounds 2019 Free Summer Concert Series. The poster features a central illustration of a stage with a blue roof and yellow walls, flanked by two green pine trees. Above the stage is a large red sun with yellow rays. The text "Summer Sounds" is written in a stylized, yellow font with a red outline. Below the stage, a red banner reads "at Cedar Creek Park". The poster lists the dates and names of the performing acts, along with special guests. At the bottom, it says "2019 FREE SUMMER CONCERT SERIES" and "Fridays, 6:30-10pm, Cedarburg" with the website "summersounds.net" and social media icons for Twitter, Instagram, and Facebook. The Summer Sounds Music Series logo is also present at the bottom right.

6/14 Castlecomer  
with special guest Mic Over Matter

6/21 Delta Rae  
with special guest Lucette

6/28 Here Come The Mummies

7/5 Matt Stansberry & The Romance  
with special guest Sainted Patrons

7/12 Miles Nielsen and The Rusted Hearts  
with special guest Tony Frontier and Brady Bachmann

7/19 Andy Suzuki & The Method  
with special guest Water & Wells

7/26 Dixie Jade  
with special guest Tangled Lines

8/2 Remember Jones  
with special guest Ben Wagner

8/9 Waker  
with special guest Daydream Retrievers

8/16 MarchFourth  
with special guest Alison Helf

**2019 FREE SUMMER CONCERT SERIES**  
Fridays, 6:30-10pm, Cedarburg  
summersounds.net

# about Summer Sounds



- Founded in 2003. 100% Volunteer Run.
- Ten-week “must attend” summer music festival in Cedarburg averaging 5,000 attendees per night
- MKE Magazine Best Outdoor Concert Series
- WAMI Best Outdoor Music Venue
- Cedarburg Chamber of Commerce Community Service Award
- Solid foundation of support from local sponsors, vendors, charitable and non-profit organizations
- Performances by nationally known, award winning touring artists with local bands as openers.

celebrating  
our 18<sup>th</sup> year  
in 2021



# economic impact

- \$500,000** estimated food and beverage spend per year by attendees
- \$600,000** free entertainment provided to the community annually
- \$75,000+** goods and services purchased annually by Summer Sounds in the community
- \$200,000+** annual local vendor sales
- \$1500** managing paid annually to local non-profits for beverage booth
- \$1500** annual scholarship paid to CHS graduate

Generation of parking revenue for Legion Post, Community Center, and others

Cost avoidance with Waste Management and volunteer groups removing trash and recyclables each Saturday morning

over \$1.3MM  
in annual  
economic  
impact

# social impact

- Provides volunteer opportunities for individuals and local organizations
- Local, regional and national promotion of Cedarburg and local businesses during the Friday night concert series
- Initiated a joint #CedarburgLoves campaign with the city and other local businesses
- Showcases local artists. Exposure from national artists via their social media posts
- Continually enhances Cedarburg's image as an artistic community
- Promoted by local TV and radio stations
- Utilization of one of Cedarburg's greatest assets — Cedar Creek Park



one of Cedarburg's most popular assets

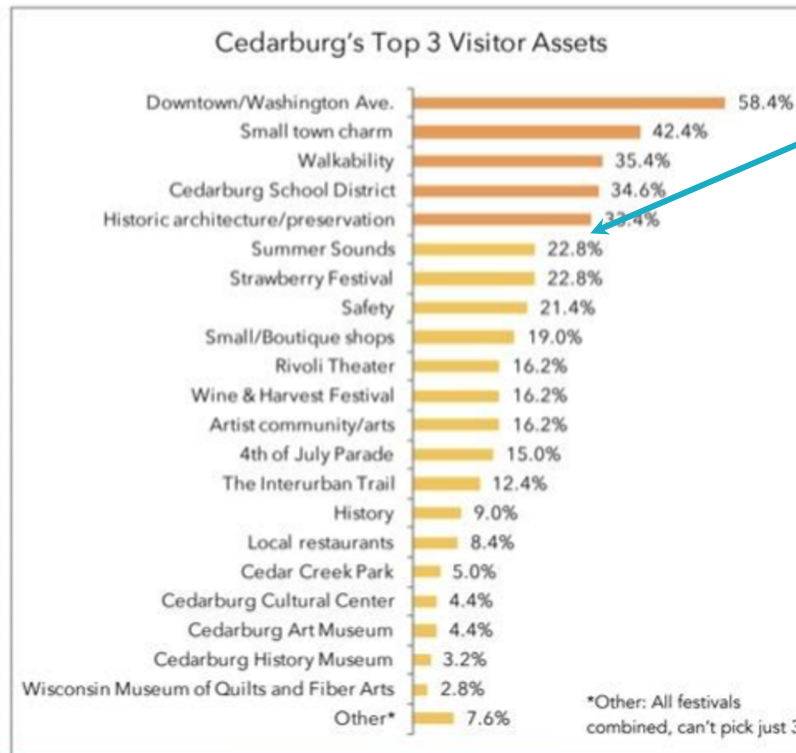
# brag worthy asset!

Community Survey

**Its charming, walkable downtown is considered Cedarburg's top visitor asset.**



Q: What are Cedarburg's three most brag-worthy assets for visitors?



# Grand Sponsor \$6,000

**The only sponsorship level that offers exclusivity!**

Business name and logo **PROMINENTLY** displayed:

- 2000 Summer Sounds collectable magnets
- Summersounds.net link to your business' website
- Weekly add in News Graphic with logo (9,000 subscribers)
- Full color poster distributed at high traffic locations throughout North Shore and Milwaukee
- Weekly Summer Sounds eBlast
- Prominent signage with business name and logo on stage

Verbal recognition on stage

Opportunity to set up your tent during the ten-week concert series to promote your business

Sponsor Night Recognition and speaking opportunities

Promote your business through Summer Sounds social media channels

July, August, September advertising with logo on Rivoli movie screen – 6,000 impressions



# Sound Sponsor \$3,300



Business name and logo **PROMINENTLY** displayed

- Summersounds.net link to your business' website
- Weekly ad in News Graphic with logo (9,000 subscribers)
- Full color poster distributed at high traffic locations throughout North Shore and Milwaukee businesses
- Weekly Summer Sounds eBlast
- Signage with business name and logo displayed near stage

Verbal recognition on stage

Opportunity to set up your tent during the ten-week concert series to promote your business

Sponsor Night Recognition

Promote your business through Summer Sounds social media channels





# Cedar Creek Sponsor \$1,300

Business name and logo displayed

- Summersounds.net link to your business' website
- Full color poster distributed at high traffic locations throughout North Shore and Milwaukee businesses
- Signage with business name in the park

Opportunity to set up your tent during the ten week concert series to promote your business

Sponsor Night Recognition

Promote your business through Summer Sounds social media channels



# Sunset Sponsor \$700

Business name displayed

- Summersounds.net link to your business' website
- Full color poster distributed at high traffic locations throughout North Shore and Milwaukee businesses
- Signage with business name in the park

Sponsor Night Recognition

