

1.) Programs

What it is:

Summer Stage offers a variety hip-hop and urban music events throughout the summer.

Potential Sponsor:

Dinosaur BBQ (at hip hop specific events)

What they Get:

More exposure to a new audience who might not be aware of their world famous BBQ. Many individuals who come to the hip-hop and urban events are from the Harlem/ Upper Manhattan and Brooklyn areas of the city and enjoy BBQ food. These individuals may not have been aware of Dinosaur BBQ and it could stimulate business, by participating in these events. They would be given ad space in a variety of Summer Stage's media outlets, as well as, in the Summer Stage program booklet materials and would also receive online coverage (through the Summer Stage and media partners' websites).

- Exposure
- Increase in Brand Awareness
- Media Coverage (via ads)

What We Get:

Increases the diversity of Summer Stage's food offering. Rather than just offering hot dogs, burgers, fries, and beer, Dinosaur BBQ would be able to provide an alternative that strongly appeals to the attendees of these concerts. This also helps to show that Summer Stage is well aware of the foundations of urban music and its long history of being tied in with traditional BBQ.

2.) Education

What it Is:

Summer Stage offers a variety of pop, world, jazz, hip-hop, rock, latin, dance, and theater events throughout the summer.

Potential Sponsor:

The Rock & Roll Hall of Fame Annex

What they Get:

The Rock & Roll Hall of Fame Annex would be able to set up an interactive information booth at all music events that Summer Stage puts on. They would be

able to promote the history of music and attract potential new visitors to the HOF. They would be given ad space in a variety of Summer Stage's media outlets, as well as, in the Summer Stage program booklet materials and would also receive online coverage (through the Summer Stage and media partners' websites).

- Exposure
- Increase in Brand Awareness
- Media Coverage (via ads)

What we Get:

This helps to connect Summer Stage with its attendees in another way. Aside from being able to provide them with quality entertainment, the HOF would be able to also demonstrate the importance of music and music education to attendees. This would show attendees that Summer Stage isn't only dedicated to providing them with great entertainment, but that they can also provide fun and interactive educational experiences at their events. This could also be co-sponsored by VH1's Save The Music Foundation, as well, because it is an opportunity to inform, educate, and demonstrate the importance of music in society and in schools.

3.) Events

What it is:

Summer Stage offers a variety jazz events and performances throughout the summer.

Potential Sponsor:

JVC/ Festival Network

What they Get:

The JVC Jazz Festival (run by the Festival Network), after 37 years, disbanded in the summer of 2009. Most sponsors pulled out because of unnecessary overspending, inefficient event operations, and not enough valuable returns on their investments. Summer Stage and JVC/ the Festival Network could co-sponsor Summer Stage's Jazz events and/or the Charlie Parker Jazz Festival. Summer Stage can provide the venue, lighting, stage, and support personnel for the festival, as well as, can help attract talent. The JVC Jazz Festival would be able to continue in its long tradition of supporting Jazz and providing it to the public (to increase its presence and demonstrate the importance of supporting this long-standing, yet disappearing, art form).

- Venue
- Lighting, Stage, & Support Personnel
- Re-establish the festival
- Greater operating efficiencies
- Access to a broader range of talent
- Media Coverage (via ads)

What We Get:

This would allow for Summer Stage to get approximately half of their costs for hosting their Jazz events and/or the Charlie Parker Jazz Festival, by having a co-sponsor. It would also increase Summer Stage's brand equity because of the fact that they recognized the need for bringing back this staple event in Jazz Festivals.

4.) Community

What it is:

Summer Stage, with Good Morning America's cooperation, hosts early morning performances, featuring performances by major music artists, (for the Good Morning America TV Show).

Potential Sponsor:

Dunkin Donuts/Starbucks

What they Get:

Dunkin Donuts (or Starbucks) could provide coffee and possibly donuts to attendees who are waiting in line to get into the event. They would be able to test new coffee blends and products, as well as, make their loyal customers happy and further establish a bond with the communities they serve (rather than being seen as a large company that doesn't care about the communities they operate in).

- Exposure
- Customer Satisfaction
- Product Testing
- Community Building/ Reputation Enhancement
- Media Coverage (via ads)

What We Get:

Happy attendees who will come back to future Summer Stage events. These individuals wait on line starting in the wee hours of the morning and it becomes tedious very quickly. If either of these potential sponsors participates, they would increase the value of attending Summer Stage events and would encourage more people to come.

5.) Exhibitions

What it is:

Summer Stage offers a variety of pop, world, jazz, hip hop, rock, latin, dance, and theater events throughout the summer.

Potential Sponsor:

Skull Candy Headphones, Sony Consumer Electronics & Artist Managers/
Record Labels

What they Get:

More exposure to a new audience who might not be aware of their products or the artists who are performing's music. This merchandise center would allow event attendees to sample each performer's albums and would further engage them in their music, which could cause a greater likelihood of them purchasing their albums (and other assorted merchandise). Artists, artist managers, and their respective record labels could potentially stimulate album sales and test out new singles (to see how they might fare in the marketplace) and provide sneak peaks of new artists (whose music is similar to the artists who are performing at Summer Stage), which would help them get a pre-determined estimate of how that artist will fare in the marketplace (based on feedback given by attendees). Skull Candy (by donating the headphones for the listening stations) and Sony Consumer Electronics (by donating the CD players for the listening stations) would be able to showcase their top of the line products, as well as, their new products. Skull Candy would also be offered sales space in the merchandise booth, whereas, Sony (because of the bulkiness of their products) would be able to provide more call to action products (like coupons) to visitors of the merchandise booth.

- Exposure
 - For Skull Candy Headphones
 - New (Up & Coming) Label artists
 - For Performers' music (particularly their new albums)
- Increase in Brand Awareness
 - For Skull Candy
 - For New Artists
- Media Coverage (via ads)
- Potential increase in album and merchandise purchases (sales stimulation)
- New single testing (for the performers)
- New artist testing
- Ability to stimulate sales/foot traffic to stores through call to action materials (like coupons)

What We Get:

A full service, interactive, merchandise center (rather than the current shabby booth) that will further engage attendees of Summer Stage musical events and enhance Summer Stage's image.