



BOSTON
ART & MUSIC SOUL FESTIVAL
bamsfest.org

BAMS FESTIVAL 2020 SPONSORSHIP DECK

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THE EVENT

Sponsoring BAMS Festival provides you and your organization a unique opportunity to connect with six (6) urban neighborhoods of Boston and build brand awareness while giving back to the surrounding communities.

Named the 2019 "Best Music Festival" by Boston Magazine, BAMS Festival is one of the fastest growing urban arts and music festivals that focuses on serving Bostonians and New Englanders-at-large. This festival celebrates and represents a wide range of cultural diversity that supports the arts ecosystem and sustains local economic stability.

Located in one of Boston's hidden gems - Franklin Park (527 acres of green space), BAMS Festival is a free, one day, outdoor summer event. As a 10-year initiative with the City of Boston's Office of Arts & Culture, the expansion of this festival is expected to grow to a full weekend with anticipated attraction of over 20,000 festival goers from the east coast, with inclusions of multiple stages, genres of music and various artistic mediums that reflect the true diversity and representation of the City of Boston, the Commonwealth of Massachusetts, and the world!

**This free community event will take place on
Saturday, June 27, 2020 from 12noon to 8:00pm**



BAMS FESTIVAL 2020 HIGHLIGHTS

2
STAGES

10k
ATTENDEES

40+
VENDORS

2
HEADLINERS

2
**SATELLITE
LOCATIONS**

30+
**ARTISTS +
PERFORMERS**

OUR REACH

Since 2019 BAMS Festival

1.2M+ people

1.2M people reached

150,000

20,000

10,000 people reached

14 features

via paid advertisements

via social media (organic)

via flier distribution

via street teams

via local news outlets

\$180,000

Net sales generated by local minority - women-
family owned businesses across Greater Boston

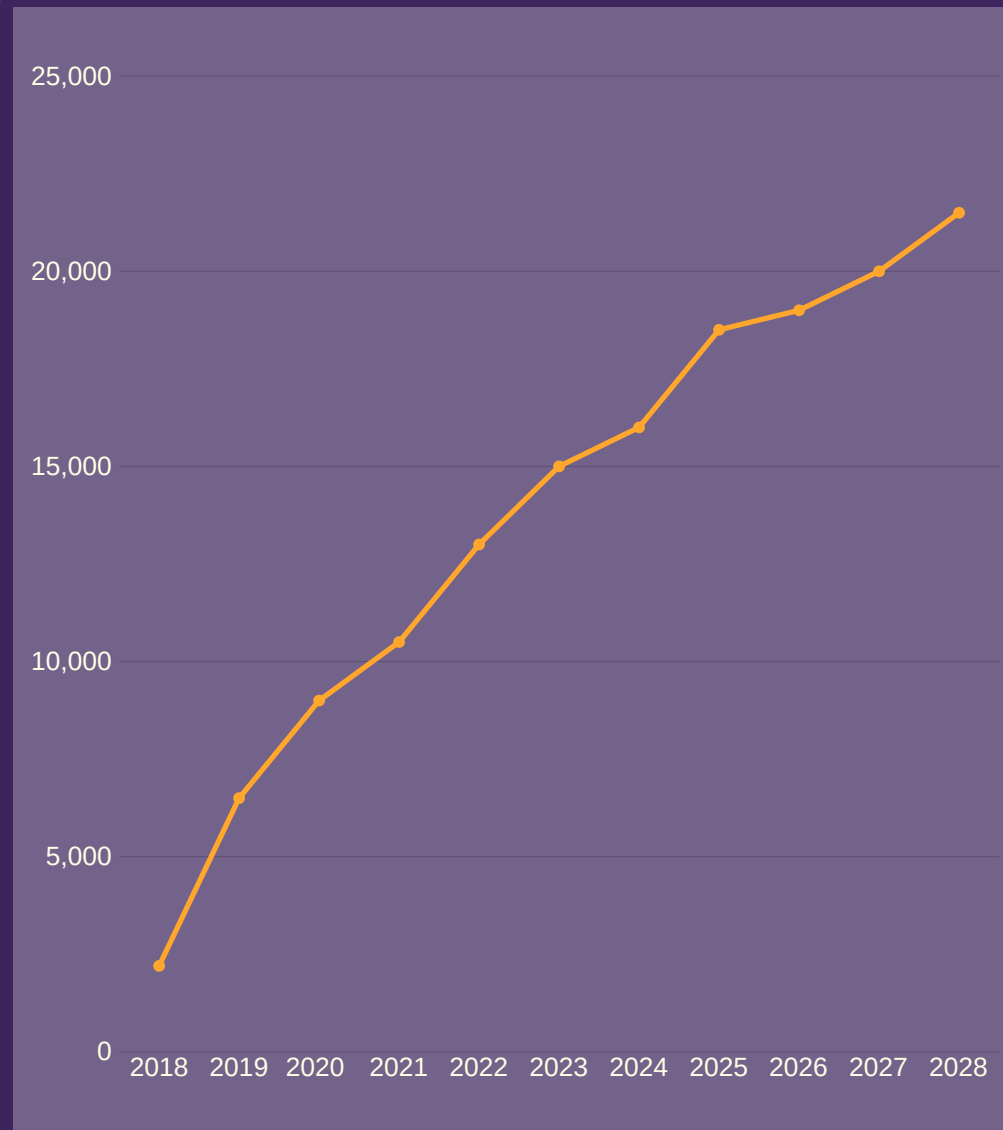
\$24,000

Of honorariums, paid out to artists and performers of
color

10-YEAR FESTIVAL ATTENDEE PROJECTION

A 10-YEAR INITIATIVE

- In 2018: 2,200+ attendees
- 250+ artists applied
- In 2019: 6,500+ attendees
- 2,500 artists applied
- 2.5K - 3.5k: anticipated growth each year until year 2028
- Grows from 1 day to a 2 day festival



ATTENDEE DEMOGRAPHICS

80%

Between the ages of 19-38 years old

78%

Reside within Metro Boston

75%

Women and those who identify

70%

African - American / Black American

\$38K - \$82K

Household Income



SPONSORSHIP LEVELS & HIGHLIGHTS

\$100,000+

STAR POWER PRESENTING SPONSOR (Exclusive)

- "Music Matters" main stage presenting sponsor
- Digital ad displayed on a single LED screen in rotation throughout festival
- A 20' x 20' tent space next to Main stage
- (1) 5 minute speaking opportunity on Main Stage
- Prominent recognition in radio/print
- Company name and link in press release
- Brand presence - promotional and recap videos
- On-site stage mentions throughout the festival
- Company logo and link on BAMS Festival sponsors webpage
- 5-month social media and email marketing campaigns (March - July 2020)
- Prominent logo on 25,000+ printed materials
- Color, back cover ad in Festival Guide
- Logo on the backside of Festival Volunteer T-shirts
- Company logo included in festival recap video
- (10) tickets per festival-related event with swag bags

\$50,000+

LOVE THE ARTS STAGE SPONSOR (Non-Exclusive)

- "Love the Arts" 2nd stage sponsor
- Company logo printed on side stage banners
- A 10' x 20' tent space next to the 2nd Stage
- (1) 5 minute speaking opportunity on 2nd Stage
- Company logo presence in recap video
- Company logo on individual artist profiles
- On-site stage mentions throughout the festival
- Company logo and link on BAMS Festival sponsors webpage
- 3-month social media and email marketing campaigns (April - June 2020)
- 25% company logo on 25,000+ printed materials
- Color, full page inside cover ad in Festival Book
- Company logo included in festival recap video
- (8) tickets per festival-related events

\$25,000+

UNIVERSAL RHYTHM SPONSOR

- 3rd stage sponsor of notable New England acts
- Company logo printed on side stage banners
- A 10' x 20' tent space next to the 3rd Stage
- (1) 5 minute speaking opportunity on 3rd Stage
- Company logo presence in recap video
- Company logo on individual artist profiles
- On-site stage mentions throughout the festival
- Company logo on BAMS Festival sponsors webpage
- 3-month social media and email marketing campaigns (April - June 2020)
- Color, full page ad in Festival Book
- (6) tickets per festival-related event



\$10,000+

CULTURAL FUSION SPONSOR

- A 10' x 20' tent space at our Vendors Row Market
- On-site stage mentions throughout the festival
- Company logo on BAMS Festival sponsors webpage
- 2-month social media and email marketing campaigns (May + June 2020)
- Black and white, half page ad in Festival Book
- (4) tickets to one festival-related event



\$5,000+

FRIENDS OF BAMS FESTIVAL

- A 10' x 10' tent space at our Vendors Row Market
- On-site stage mentions throughout the festival
- Company logo on BAMS Festival on sponsors webpage
- 2-month social media and email marketing campaigns (May + June 2020)
- Black and white, half page ad in Festival Book
- (3) tickets to one festival-related event

\$2,500+

COMMUNITY CHAMPION

- A 10' x 10' tent space at our Vendors Row Market
- On-site stage mentions throughout the festival
- Company logo on BAMS Festival on sponsors webpage
- 2-month social media and email marketing campaigns (May + June 2020)
- Black and white, half page ad in Festival Book
- (2) tickets to one festival-related event

in-kind

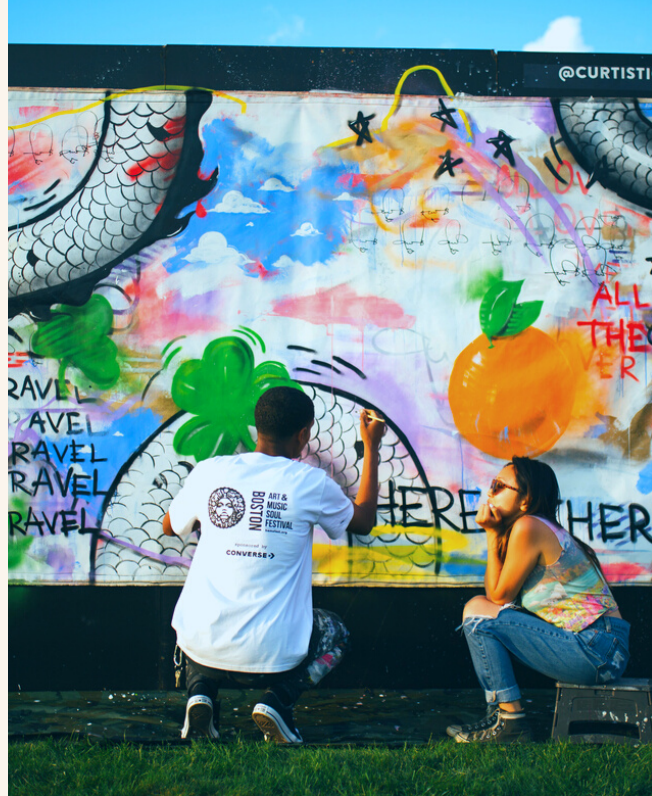
- Dance floor for families to learn and practice cultural styles
- Breakfast and lunch items for volunteers, staff and crew
- Festival barricades
- Art supplies and materials
- Trash/recycle barrels with liners
- Cases of water and snacks
- Printing services for banners and program books



SPONSORSHIP

ACTIVATION CONCEPTS

- Phone charging stations
- Lounge Areas and branded outdoor furniture
- On-site mobile t-shirt print making
- Product demonstrations
- Temporary art installations
- Dance contests



EVENT OPPORTUNITIES TO SUPPORT

Rep Your City Live Art & Graffiti

In collaboration with legendary Rob "Problak" Gibbs, this interactive platform highlights super talented emerging artists from across Greater Boston and New England.

SoulBeat Backstage Pavillion

An exclusive sponsorship opportunity, and immersive experience with festival performers, industry tastemakers, and media gurus.

Festival Afterparty

The biggest party of the summer in collaboration with Boston's best nightlife entertainment curators. Features live performances, a DJ, giveaways, and contests.

Rock Her Crown Brunch

Honoring black and brown women in New England Hip-Hop who are changing the industry and preserving the culture for future generations. Awardees may include rapper, RAPSODY.

BeVOCAL Artist Showcases

A highly intense battle between local artists to secure their performance spot for BAMS Festival 2021. Crowd participation determine cash prize and bragging right not eh year.

The Industry Talks

A high-profile series with leading culture makers, GRAMMY nominated artists, producers, and promoters in the music and entertainment business.

