



# *Snow Bowl's*

*Free Summer Music Fest 2024*

**SPONSORSHIP & PARTNERSHIP OPPORTUNITIES**





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# ABOUT SNOW BOWL

Since 1977, Snow Bowl has been a staple of the Steamboat Springs community. In 2018, new ownership and extensive renovations elevated Snow Bowl to a modern bowling and entertainment center for locals and tourists alike.

## Snow Bowl Now Features:

- 12 bowling lanes with newly upgraded machines
- A full bar and restaurant, plus an outdoor patio and container bar
- The largest screen in Steamboat
- A welcoming 8,000-square-foot outdoor turf
- A 300-square-foot professional stage
- State-of-the-art JBL sound system
- Shaded pergolas and outdoor seating
- An array of yard games to entertain guests

We are entering our fourth year of offering FREE summer music to the community, and we have exciting sponsorship opportunities for individuals, businesses and organizations that want to help produce the FREE Snow Bowl Summer Music Fest and be involved in a thriving Snow Bowl tradition.





# SNOW BOWL CULTURE: THERE'S ALWAYS SOMETHING HAPPENING AT SNOW BOWL!

## COMMUNITY



Our unique philanthropic efforts have awarded us with **Business of the Year, Business Philanthropist of the Year, Creative Leader of the Year, and more!**

## MUSIC



Now one of the largest music venues in Steamboat Springs, and awarded one of the **Best Music Venues** by "Best of the Boat," our outdoor stage has hosted local, regional, and national musicians for **crowds approaching 600 people per show!**

## FOOD & DRINK



We partner with local breweries, markets and vendors, including local wagyu beef from The Home Ranch in Clark, CO, to bring high quality products to our customers. We create some of the most innovative and fun recipes in the valley!

## OUTDOORS



Guests can enjoy the 8,000-square feet of turf and patio area, dance in front of the showpiece stage, and order drinks or street tacos from the container bar. BBQ, lawn games, and even a **pet-friendly menu** keep everyone in the family coming back for more!

## FAMILY & GUESTS



Snow Bowl Steamboat is a local, family-owned business that puts the guest experience first. Our reviews speak for themselves.



*This is where the locals in steamboat go for a good time and it really is a good time. Drinks are reasonably priced, food is good and the band was excellent. Bring your kids, bring your dogs, bring your grandparents and bring your loved ones this is a great family fun venue.*

-Michael T. 07/2022





# YOU'VE SEEN HOW WE ROCK... THIS IS HOW WE ROLL!

Over the years, bowling has ranked among the nation's top participatory sports, even climbing to number 1 in 2011, and/or 2021, depending on which article you read... Why?

Well, there are more than 67 million people in the U.S. who bowl during the year! That's almost a quarter of the population that willingly shares a celebratory dance move or a defeated shrug after taking their chance at knocking down all the pins. Regardless of the outcome of the roll, it's the walk back to your seat where you'll find the real magic of bowling...

Friends and family eagerly await to acknowledge your effort by offering up high-fives, some bowling pointers, words of encouragement, and if you're lucky...a sip of their beer or a bite of their fries.

This is inclusivity. This is independent determination and group collaboration.

**This is community.**

Snow Bowl Steamboat has been a champion of the community by offering a welcoming, safe, and fun place for all ages. Beyond a state-of-the-art bowling center, Snow Bowl has created a community space for live concerts, movie nights, weddings, memorials, festivals, fitness activities, and more. Snow Bowl is a dog-friendly environment and encourages the staff and patrons to support Routt County Humane Society through awareness and adoption efforts.

In 2020, Snow Bowl created "Family Bowl," a community initiative that served 21,698 free meals to those in need during the Covid-19 Pandemic.

In 2021, Snow Bowl built a 22' stage to offer live music and community gatherings, now affectionally referred to as "The Town Meeting Place."

In 2022, Snow Bowl carried on the tradition of FREE live music by securing local partnerships and brought in nearly 11,000 people to see these shows.

In 2023, Snow Bowl moved to a completely FREE series, increasing from 10 free shows to 16 free shows, with 9,263 guests throughout the series, and an average of 579 guests per show!

In 2024, Snow Bowl is planning 22 Free Shows, and partnering with YOU to keep it going!





# ABOUT FAMILY BOWL

Family Bowl is our affiliated 501(c)3 non-profit organization. Since 2020, Family Bowl has partnered with the community to provide food assistance during the pandemic, aligned with Snow Bowl and The Boat Yard to host community “togetherness” events, and held various fundraisers to provide emergency assistance around the globe.

Family Bowl is excited to once again partner with Snow Bowl to help bring the community together during the Wednesday night FREE concerts, lovingly referred to by local patrons as “The Weekly Town Meeting.”





# SNOW BOWL MUSIC FEST

The Snow Bowl Music Fest has made a name for itself over the past three years hosting local, regional, and national bands, and bringing free music to the westside of town. Headliners have included Buffalo Commons, Andy Frasco, Ryan Montbleau, Fortunate Youth, and many more! Snow Bowl's debut as a music venue began in 2021 and has included professional partnerships with Schmiggity's, WinterWonderGrass, Long Drink, Golden Leaf, Epic Western, Tin Cup and many more recognizable businesses.

In 2022, the music fest consisted of 10 free shows and 14 paid shows, with an attendance of nearly 11,000 guests, averaging 455 guests per show. In 2023, Snow Bowl decided to make the entire music fest free, offering 16 shows, and averaging 579 guests per show. In 2024, the series will remain free with 22 shows, beginning Memorial Day weekend and continuing through the summer on Wednesday nights and select weekends. It is expected to be the best attended series yet!

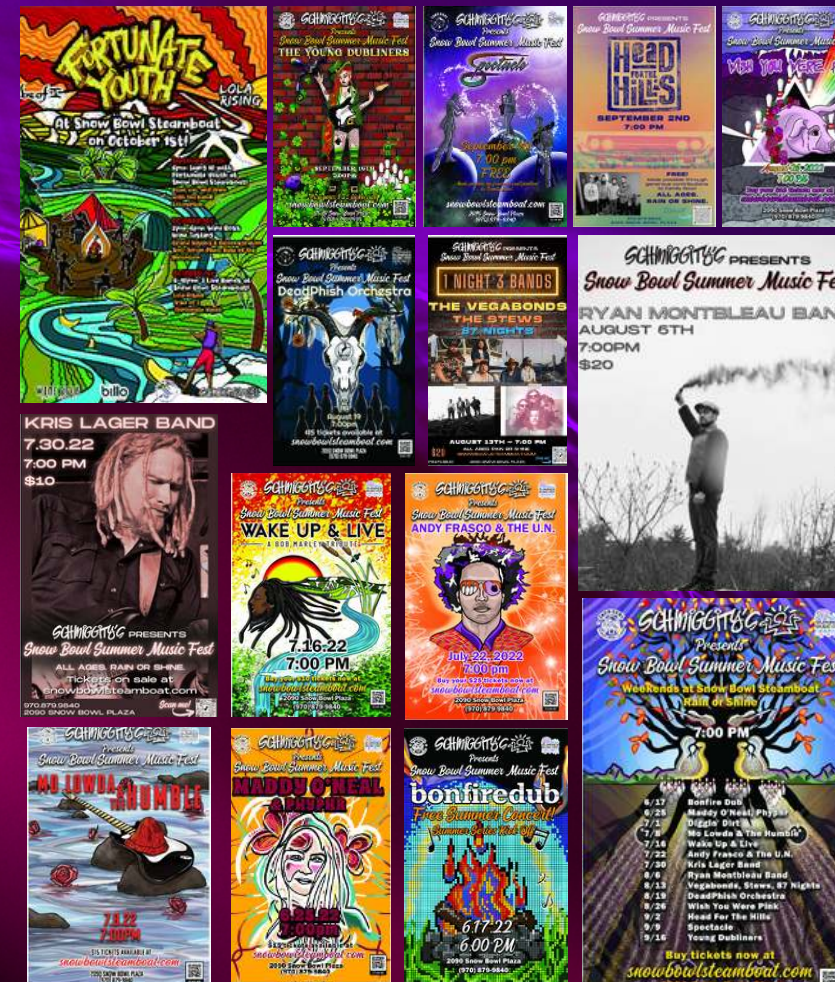
**CHECK OUT OUR 2023 MUSIC FEST HERE!**



# 2023 FREE SNOW BOWL SUMMER MUSIC FEST



## 2022 FREE WESTSIDE WEDNESDAYS ON THE GRASS



## 2022 SNOW BOWL MUSIC FEST



## 2021 SNOW BOWL MUSIC FEST



# 2024 MUSIC FEST SPONSORSHIP LEVELS

	<div>ONLY 1 SPOT AVAILABLE!!! →</div> <div>GREEN ROOM SPONSOR \$25,000</div>	300! SPONSOR \$15,000	DOUBLE SPONSOR \$10,000	STRIKE SPONSOR \$5,000	SPARE SPONSOR \$2,500
[Your Logo] uniquely displayed on the “Green Room.” Logo faces the crowd and will remain in place for the year.	✓				
Exclusive partnership with Snow Bowl to supply the band gift basket with brand and marketing materials.	✓				
[Your Logo] on the back of taco tokens. Over 100 given out per show!	✓				
[Your Logo] as a Spotlight on music fest perimeter banner.*	✓	✓			
“Presenting Sponsor” advertising placement. “Presented By [Your Company Name]” on all show-specific advertising, including 3-weeks of unique programmatic digital advertising with [Your Logo] and [Your Company Name].	2 SHOWS**	2 SHOWS**	1 SHOW†		
Specific Snow Bowl marquis listing. “[Your Company Name] Presents [Band Name]”	2 SHOWS**	2 SHOWS**	1 SHOW†		
Vendor booth to promote [Your Company].	2 SHOWS**	2 SHOWS**	1 SHOW†		
Radio advertising that highlights [Your Company Name].	ALL SHOWS (2 shows** as “Presenting Sponsor”)	ALL SHOWS (2 shows** as “Presenting Sponsor”)	1 SHOW as “Presenting Sponsor”†		
Logo on music fest series perimeter banner.*	SPOTLIGHT	SPOTLIGHT	✓	✓	✓
Recognition on social media, poster, and print advertising.*	✓	✓	✓	✓	✓
Verbal recognition from stage for ALL SHOWS.	✓	✓	✓	✓	✓
Private VIP Pergola	16 SHOWS	12 SHOWS	8 SHOWS	5 SHOWS	2 SHOWS

\*LOGOS MUST BE SUBMITTED BY APRIL 2, 2024 TO BE INCLUDED ON PERIMETER BANNER, POSTERS, AND INITIAL ANNOUNCEMENT.

\*\*MUST BE THE SAME 2 SHOWS.

† MUST BE THE SAME SHOW.



# GREEN ROOM SPONSOR RECOGNITION: GREEN ROOM LOGO, TACO TOKENS, & GIFT BASKET

Our Green Room Sponsor provides a large acrylic logo to be hung on the wall of the Green Room, facing the crowd. This is the exclusive area for the band for drinks and food, and Green Room Sponsors may provide gift baskets and logo'd items for band members to tag on social. With this sponsorship, the Green Room Sponsor is also eligible for branding on the taco tokens.





# SPONSOR RECOGNITION ON BANNERS

## SPOTLIGHT BANNER: GREEN ROOM AND 300! LEVEL



## PERIMETER BANNER, ALL SCALED LOGOS





# PROGRAMMATIC ADS FOR PRESENTING SPONSORS

Programmatic Ads are digitally displayed to viewers browsing the internet, based on the user's viewing preferences and demographics. The Snow Bowl Summer Music Fest commits three weeks of programmatic ads per show, highlighting presenting sponsors on these ads. There are 6 different scaled versions to fit multiple forms of website advertising, including social media.

This large programmatic ad features a dark background with a subtle floral pattern. At the top left is the 'SNOW BOWL STEAMBOAT SPRINGS, COLORADO' logo. To its right is the text 'Snow Bowl Steamboat's Summer Music Fest'. Further right is the 'db LLC Est. 2011' logo with 'Design' and 'Build' text. The main title 'THE RUNAWAY GROOMS' is in large, bold, yellow letters, followed by 'PRESENTED BY DESIGN BUILD STEAMBOAT' in white. The central image shows four men standing in a field, framed by a rustic wooden border. A cartoon character is visible in the bottom left corner of the frame. At the bottom, the text 'WEDNESDAY JULY 12TH' and 'STEAMBOAT SPRINGS, CO' is displayed in white.

This medium-sized programmatic ad follows the same design as the large one. It includes the 'SNOW BOWL STEAMBOAT SPRINGS, COLORADO' logo, the event name 'Snow Bowl Steamboat's Summer Music Fest', the 'db LLC Est. 2011' logo, and the text 'Design Build'. The main title 'THE RUNAWAY GROOMS' is in large, bold, yellow letters, followed by 'PRESENTED BY DESIGN BUILD STEAMBOAT' in white. The central image shows four men standing in a field, framed by a rustic wooden border. A cartoon character is visible in the bottom left corner of the frame. At the bottom, the text 'WEDNESDAY JULY 12TH' and 'STEAMBOAT SPRINGS, CO' is displayed in white.

This small programmatic ad follows the same design as the others. It includes the 'SNOW BOWL STEAMBOAT SPRINGS, COLORADO' logo, the event name 'Snow Bowl Steamboat's Summer Music Fest', the 'db LLC Est. 2011' logo, and the text 'Design Build'. The main title 'THE RUNAWAY GROOMS' is in large, bold, yellow letters, followed by 'PRESENTED BY DESIGN BUILD STEAMBOAT' in white. The central image shows four men standing in a field, framed by a rustic wooden border. A cartoon character is visible in the bottom left corner of the frame. At the bottom, the text 'WEDNESDAY JULY 12TH' and 'STEAMBOAT SPRINGS, CO' is displayed in white.



# ONLINE ADVERTISING ANALYTICS



## 2023 MUSIC FEST CAMPAIGN SUMMARY JUNE - SEPTEMBER

574,724K

Our Programmatic and Social Media ads were seen 574,724 times!



9,263  
2023 Concert Goers

650  
Concer Capacity

1000+/week  
Snow Bowl TV Views



# MARQUIS SIGN AND VENDOR TENTS

Our three highest levels of sponsorship, the single “Green Room Sponsor,” the “300! Sponsor” and the “Double” Sponsor are eligible for recognition as presenting sponsors on Snow Bowl’s marquis sign, as well as providing vendor tents and signage during their chosen ‘presented by’ shows.





# RADIO ADVERTISING

Radio Advertising begins 5 days before the show. Each ad is 60 seconds long, and plays on 4 different stations on Steamboat Radio: KEZZ-FM / KCOQ-FM / KBCR-FM / KRAI-FM.

The Green Room Sponsor and 300! Sponsor are recognized on all ads as ‘sponsored in part by (your company)’ and are recognized as Presenting Sponsor on 2 shows each.

The Double Sponsor receives one show as a presenting sponsor.



**SCAN ME**



**USE YOUR CAMERA PHONE TO SCAN THE**  
**QR CODE TO HEAR A SAMPLE RADIO AD**  
**OR CLICK HERE TO LISTEN**



# RECOGNITION ON POSTERS AND PRINT MATERIALS

EXAMPLE POSTER: SERIES

**FAMILY BOWL**  
**Snow Bowl Steamboat's Summer Music Fest**  
6:30-9:30pm on Wednesdays, rain or shine, at Snow Bowl Steamboat!

**Show Schedule:**

6/14	Tribe Of I
6/21	LowDown Brass Band
6/28	The Burroughs
7/5	Wood Belly
7/12	The Runaway Grooms
7/19	Cousin Curtiss
7/26	DeadPhish Orchestra
8/2	Yer State Birds
8/9	Happy Landing
8/16	Diggin' Dirt
8/23	Kirby Sybert Band with members of Mo Lowda & the Humble
8/30	Wish You Were Pink
9/6	Bonfire Dub
9/13	Pickin' On the Dead
9/20	Constant Change
9/27	SuperMagick

Find Out More at [snowbowlsteamboat.com](http://snowbowlsteamboat.com)  
2090 Snow Bowl Plaza, (970) 879-9840

**Sponsors:** Golden Leaf, db LLC, LONG DRINK, STORM PEAK, NO/MADNESS, TINCUP, EPIC WESTERN, BRISTOL, RE/MAX, SCHWARTZ.

EXAMPLE POSTER: BAND

**FAMILY BOWL**  
**Snow Bowl Steamboat's Summer Music Fest**

**WISH YOU WERE PINK**

**Free Live Music!**

**Wednesday AUGUST 30TH**

DOORS AT 4:00PM, SHOW STARTS AT 6:30PM  
[snowbowlsteamboat.com](http://snowbowlsteamboat.com)

**Sponsors:** Golden Leaf, db LLC, LONG DRINK, STORM PEAK, NO/MADNESS, TINCUP, EPIC WESTERN, BRISTOL, RE/MAX, SCHWARTZ.

EXAMPLE AD: 1/3 PAGE

**FAMILY BOWL**  
**Snow Bowl Steamboat's Summer Music Fest**

**FREE LIVE MUSIC!**

**HAPPY LANDING**

**WEDNESDAY AUGUST 9**

Doors at 4:00pm, Show Starts at 6:30pm  
[snowbowlsteamboat.com](http://snowbowlsteamboat.com)  
2090 Snow Bowl Plaza, (970) 879-9840

**Sponsors:** Golden Leaf, db LLC, LONG DRINK, STORM PEAK, NO/MADNESS, TINCUP, EPIC WESTERN, BRISTOL, RE/MAX, SCHWARTZ.

EXAMPLE AD: FULL PAGE

**Snow Bowl Steamboat's Summer Music Fest**  
**THANK YOU TO OUR**

**SPONSORS AND PARTNERS**

**COMMUNITY**

**BANDS**

**FOR 16 WEEKS OF FREE MUSIC!**

**Sponsors:** Golden Leaf, db LLC, LONG DRINK, STORM PEAK, NO/MADNESS, TINCUP, EPIC WESTERN, BRISTOL, RE/MAX, SCHWARTZ.



# PRIVATE VIP PERGOLAS

## PRIVATE SEATING FOR UP TO 8, AND A WARM FIRE FOR THE SHOW





# SPONSOR YOUR OWN CONCERT AT SNOW BOWL STEAMBOAT

## UNIQUE CONCERT!

Show is *not* a part of the Snow Bowl Free Summer Music Fest.

**\$4,500-\$10,000**

*(depending on band/production)*

**It's your show...choose your band!\***

*\*Band must not already be featured in the lineup of the Snow Bowl Free Summer Music Fest, and must have approval from Snow Bowl.*

**Custom utilization of outdoor pergolas for your event.**

**Verbal recognition from the stage.**

**Hang [Your Company/Logo] branded banners around venue perimeter for the duration of your event.**

**Vendor booth to promote [Your Company].**

**[Your Company] Presents [Band Name] On Snow Bowl marquis sign.**

**Support from Snow Bowl marketing platforms to advertise and share your poster, social media posts, tags, etc.**



# 2024 MUSIC LINEUP

The series will start with the grand opening event, “Waking the Giant,” on Sunday, 5/26, from 2pm-10pm featuring 3 bands. Concerts will then continue on Wednesdays for 17 weeks, ending on September 18th. Plus, we have an additional **FOUR FREE SUNDAY CONCERTS** in for a total of 22 free shows in the Snow Bowl Summer Music Fest, all showing your branding!

BAND LINEUP TBA





