

# *Snow Bowl's*

*Free Summer Music Fest 2025*

**SPONSORSHIP & PARTNERSHIP OPPORTUNITIES**

SNOW  
BOWL

NO  
TOBACCO OR  
MARIJUANA  
SMOKING  
AT ANY TIME



NO  
TOBACCO OR  
MARIJUANA  
SMOKING  
AT ANY TIME

MUGOSTANA



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# SNOW BOWL MUSIC FEST

The Snow Bowl Music Fest has made a name for itself over the past four 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, Afro Man 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 brands and businesses.

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. After building a 22' stage in 2021, Snow Bowl has hosted more than 40,000 people during the last four FREE annual summer concert series. In 2024, we saw our biggest summer concert attendance yet, hosting more than 12,000 guests over 23 free concerts. The overwhelming success has been achievable through support from all of our sponsors and partners to make the shows FREE.

We are excited about 2025, where Snow Bowl plans to host 22 FREE shows.

## CHECK OUT VIDEO OF OUR MUSIC FEST HERE!



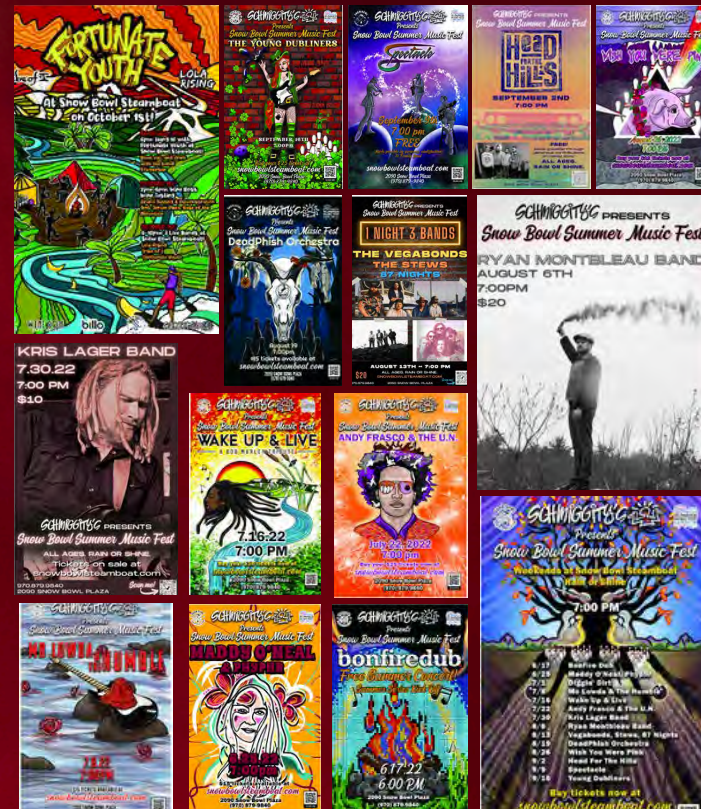
2024 FREE SNOW BOWL SUMMER MUSIC FEST



2023 FREE SNOW BOWL SUMMER MUSIC FEST



2022 FREE WESTSIDE WEDNESDAYS ON THE GRASS



2022 SNOW BOWL MUSIC FEST



2021 SNOW BOWL MUSIC FEST



# 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 with fire pits and outdoor seating
- An array of yard games to entertain guests

We are entering our fifth 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 Steamboat 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 and Best Summer Festivals** by "Best of the Boat," our outdoor stage has hosted local, regional, and national musicians for **crowds approaching 600 people per show!**

## FOOD & DRINK



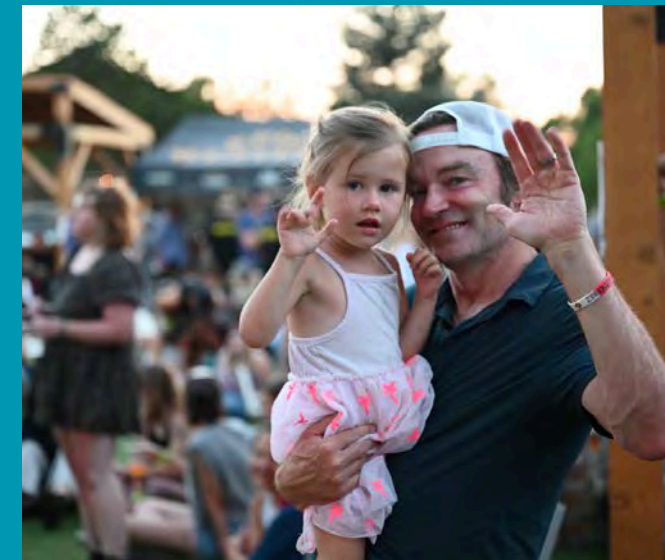
We partner with local breweries, markets and vendors, including local Wagyu beef from The Home Ranch in Clark, CO, to bring high quality products to our customers. We create some of the most innovative and fun recipes in the valley!

## OUTDOORS



Guests can enjoy the pet-friendly 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. On weekends we enjoy BBQ, lawn games, and special events to 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*





# 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, The Boat Yard and The Boathouse 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 FREE concerts, lovingly referred to by local patrons as “The Weekly Town Meeting.”



# 2025 MUSIC FEST SPONSORSHIP LEVELS

	<b>ONLY 2 SPOTS AVAILABLE!!!</b>	<b>GREEN ROOM SPONSOR</b> \$25,000	<b>300! SPONSOR</b> \$15,000	<b>DOUBLE SPONSOR</b> \$10,000	<b>STRIKE SPONSOR</b> \$5,000	<b>SPARE SPONSOR</b> \$2,500
<b>[Your Logo]</b> 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.		✓				
<b>[Your Logo]</b> on the back of taco tokens. Over 100 given out per show!		✓				
<b>[Your Logo]</b> as a Spotlight on music fest perimeter banner.*		✓	✓			
"Presenting Sponsor" advertising placement. "Presented By <b>[Your Company Name]</b> " on all show-specific advertising, including 2-weeks of unique programmatic digital advertising with <b>[Your Logo]</b> and <b>[Your Company Name]</b> .		2 SHOWS**	2 SHOWS**	1 SHOW†		
Specific Snow Bowl marquis listing. " <b>[Your Company Name]</b> Presents <b>[Band Name]</b> "		2 SHOWS**	2 SHOWS**	1 SHOW†		
Vendor booth to promote <b>[Your Company]</b> .		2 SHOWS**	2 SHOWS**	1 SHOW†		
Radio advertising that highlights <b>[Your Company Name]</b> .		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, 2025 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, which are used by patrons to purchase tacos at the outdoor Taco Bar.





# SPONSOR RECOGNITION ON BANNERS

SPOTLIGHT BANNER: GREEN ROOM AND 300! LEVEL



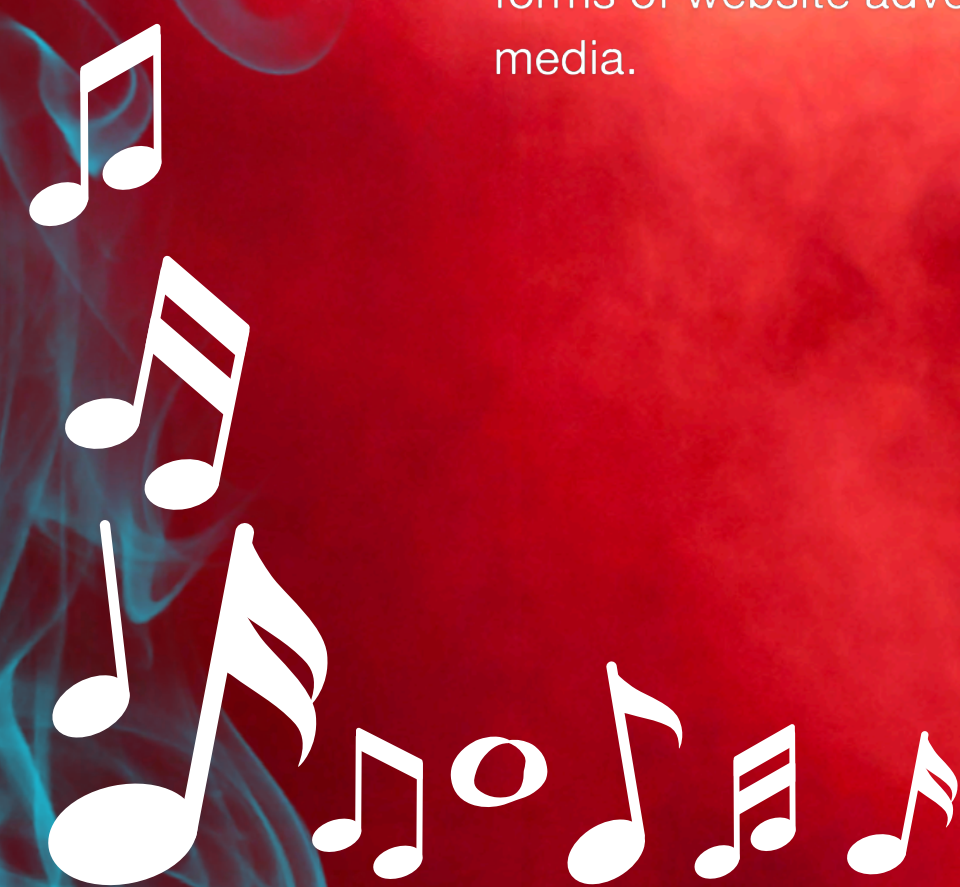
PERIMETER BANNER, ALL LOGOS SCALED BY SPONSORSHIP LEVEL





# 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 two weeks of programmatic ads per sponsored show, highlighting presenting sponsors on these ads. There are 18 different scaled versions to fit multiple forms of website advertising, including social media.





# ONLINE ADVERTISING ANALYTICS



**12,007**  
2024 Concert Goers

**650**  
Concert Capacity

**1000+/week**  
Snow Bowl TV Views

**15,940**  
Website Views

**20,000+**  
Ad views per show  
for the top individual  
shows!

**2024 MUSIC FEST CAMPAIGN SUMMARY**  
MAY - SEPTEMBER

**503,000**

Our Programmatic and Social Media ads were seen 503,000 times!





# VENDOR TENTS

Our three highest levels of sponsorship, the single “Green Room Sponsor,” the “300! Sponsor” and the “Double Sponsor” are eligible for 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.

Each show also receives a mention with presenting sponsors on Steamboat Radio's Facebook page!



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

Laminated 11"x17" Posters are hung around town for the duration of the Music Fest.



## EXAMPLE POSTER: BAND

Laminated 11"x17" show posters are hung around town a minimum of two weeks before the show.



## EXAMPLE AD: 1/4 PAGE

1/3 page (6.6" x 6.92") series ads print three days before the show and show specific 1/4 page (4.9" x 6.92") ads print day of the show.



## EXAMPLE AD: FULL PAGE

We love our sponsors and recognize you after the series with a full page spread (10"x14") in the Steamboat Pilot and Today!





# PRIVATE VIP PERGOLAS

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





# SPONSOR YOUR OWN CONCERT AT SNOW BOWL

## 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.**



# 2025 MUSIC LINEUP WITH 22 FREE SHOWS!

The series will start with the grand opening event, “Waking the Giant™,” on Sunday, 5/25, from 2pm-9pm featuring 4 bands.

17 Free Wednesday shows will run from May 28th-September 17th.

5 Free Sunday shows join the lineup; 5/25, 6/29, 7/27, 8/24 and 9/28.





