

Snow Bowl's

Free Summer Music Fest

Sponsorship & Partnership Opportunities



Venue
Snow Bowl Steamboat
2090 Snow Bowl Plaza

Dates
May 2026-September 2026

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About Snow Bowl's Free Summer Music Fest

The Snow Bowl Music Fest has made a name for itself over the past five years hosting local, regional, and national bands, and bringing free music to the westside of town. Headliners have included Andy Frasco, Ryan Montbleau, Fortunate Youth, Afro Man, Heads All Empty, and many more!

Snow Bowl's debut as a music venue began in 2021 and has included professional partnerships with Schmiggity's, WinterWonderGrass, Steamboat Radio, Long Drink, Billo, Epic Western, Tin Cup and many more recognizable brands and businesses.

After building a 22' stage in 2021, Snow Bowl has hosted more than 50,000 people during the last six FREE annual summer concert series. 2025 saw nearly 12,000 guests over 22 shows, averaging 538 people per show. The overwhelming success has been achievable through support from all of our sponsors and partners to make the shows FREE. We are excited about 2026, where Snow Bowl plans to host 19 free shows as part of the Free Summer Music Fest on Wednesdays, along with a new Sunday series called the Snow Bowl Sunday Sessions showcasing local artists for an additional 16 shows.



Family Bowl is Snow Bowl's philanthropic arm that keeps the Summer Music Fest Free through sponsorship. Family Bowl is a registered 501c3 community giving program that supports the community and beyond by hosting community "togetherness" events and partnering with other local non-profits to fundraise for community members in need. This year, The Free Summer Music Fest will support Routt County Crisis Support through chair rentals and donations.

CHECK OUT VIDEO OF OUR MUSIC FEST HERE!



2025 FREE SNOW BOWL SUMMER MUSIC FEST

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 sixth 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 such as Mythology and Butcherknife Brewery, and markets and vendors like Nuyu Coffee to bring high quality products to our customers.

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 from the container bar. On weekends we enjoy 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.



Such a fun place! Outside during the concert had some reserve seating, turf grass area right in front of stage, and whiskey barrel tables everywhere. Sound was great, environment was awesome, the sun sets behind so it wasn't hot or in your face. Idk how to describe it other than we had a blast, favorite day of the trip, the people at Snow Bowl are awesome, fun, welcoming... gotta stop here on concert nights!!!
- Sydney J. July 26, 2025



About

Family Bowl

In March 2020, Snow Bowl reacted to the community shutdown of the Covid-19 Pandemic by providing free hot meals for 77 days to laid-off community members who could not afford a daily hot meal. Powered by local partners, “Family Bowl” was created, and 21,698 meals and \$47,000 was raised to keep the Steamboat Community fed.

Seeing the importance of community cohesion to navigate challenges, Family Bowl became a community giving program aimed at supporting community togetherness events and partnering with other local non-profits to fundraise for community members in need.

Family Bowl’s mission is to support community cohesion, limit disparities, and provide resources to people in distress by acting as a fundraising catalyst for other local non-profits that focus on food insecurity, substance use disorders and recovery, emergency assistance needs, and the advancement of equity and equality.

In March 2023, Family Bowl received 501(c)3 non-profit status and has partnered with Snow Bowl Steamboat, The Boat Yard, The Boathouse, Routt County Humane Society, The Health Partnership, LiftUp of Routt County, Steamboat Creates, and other local companies to host community relief and togetherness events.

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.” Each summer, one local non-profit is also selected as a beneficiary of the summer concert’s chair rentals.

Your Brand Recognized At

35 Free Summer Concerts in 2 Festivals!

Snow Bowl's Free Summer Music Festival

The Free Summer Music Fest is a Wednesday evening series bringing the community together for the 6th year!

The series will start with a special grand opening event to kick off the summer, "Waking the Giant™," on Sunday, 5/24, from 3pm-8pm featuring three bands.

17 Free Wednesday shows will run from May 27th-September 16th, from 6:30pm-9:30pm.

To close the summer down, "Putting The Giant to Sleep" will conclude the series on Sunday, 9/20 and will feature three bands that will play from 3pm-8pm.

Snow Bowl Sunday Sessions

This year, your sponsorship is doubled! On Sundays from May 31st-September 13th, Snow Bowl is hosting a second music festival that showcases local bands from 5pm-8pm, for which your branding and logos will carry over to 16 free Sunday shows! Your branding and sponsorship will be featured on marketing materials such as posters, banners, and advertisements for this second series.

2026 MUSIC FEST SPONSORSHIP LEVELS

	GREEN ROOM SPONSOR \$25,000	300! SPONSOR \$15,000	DOUBLE SPONSOR \$10,000	STRIKE SPONSOR \$5,000	SPARE SPONSOR \$2,500	SUNDAY SHOWS Presenting Sponsor \$7,000
[Your Logo] uniquely displayed on the "Green Room." Logo faces the crowd and will remain in place for the year. <i>ONLY 2 SPOTS AVAILABLE!!!</i>	1 SPOT SOLD					
Exclusive partnership with Snow Bowl to supply the Wednesday band gift basket with brand and marketing materials.	✓					ONLY 1 SPOT AVAILABLE!!!
[Your Logo] on the back of taco tokens. Over 100 given out per Wednesday show!	SOLD					Recognition as a SPARE Sponsor at all Wednesday Shows, PLUS:
[Your Logo] as a Spotlight on music fest perimeter banner for both the Free Summer Music Fest on Wednesdays and this year's new "Snow Bowl Sunday Series"*	✓	✓				
"Presenting Sponsor" advertising placement. "Presented By [Your Company Name] " on all show-specific advertising, including 2-weeks of unique programmatic digital advertising with [Your Logo] and [Your Company Name] .	2 WEDNESDAY SHOWS**	2 WEDNESDAY SHOWS**	1 WEDNESDAY SHOW	†		
Specific Snow Bowl marquis listing. " [Your Company Name] Presents [Band Name] "	2 WEDNESDAY SHOWS**	2 WEDNESDAY SHOWS**	1 WEDNESDAY SHOW	†		
Vendor booth to promote [Your Company] .	2 WEDNESDAY SHOWS**	2 WEDNESDAY SHOWS**	1 WEDNESDAY SHOW	†		
Radio advertising that highlights [Your Company Name] .	Series Radio ads plus (2 shows** as "Presenting Sponsor")	Series Radio ads plus (2 shows** as "Presenting Sponsor")	1 WEDNESDAY SHOW as "Presenting Sponsor"	†		Series Radio ads with recognition as Sunday Presenting Sponsor
Logo on music fest series perimeter banner for both the Free Summer Music Fest on Wednesdays and this year's new "Snow Bowl Sunday Series."**	SPOTLIGHT	SPOTLIGHT	✓	✓	✓	SPARE LEVEL SPONSOR
Recognition on social media, poster, and print advertising for both the Free Summer Music Fest on Wednesdays and the new "Snow Bowl Sunday Series."**	✓	✓	✓	✓	✓	SPARE LEVEL SPONSOR ON WEDNESDAY SHOWS, PRESENTING ON SUNDAY
Verbal recognition from stage for ALL SHOWS (Wednesdays + Sundays).	✓	✓	✓	✓	✓	SUNDAY SHOWS PRESENTING SPONSOR
Private VIP Pergola	17 WEDNESDAY SHOWS	10 WEDNESDAY SHOWS	5 WEDNESDAY SHOWS	3 WEDNESDAY SHOWS	2 WEDNESDAY SHOWS	2 WEDNESDAY SHOWS +17 SUNDAY SHOWS

*LOGOS MUST BE SUBMITTED BY MARCH 30, 2026 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

Logo, Pergola, Taco Tokens, Gift Basket

Sponsor Logo

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.

Gift Basket

Green Room Sponsors may provide gift baskets and logo'd items for band members to tag on social for Wednesday shows.

Customized Pergola

Our Green Room Sponsor has the option to provide customized lounge furniture and branding to one pergola, for use by guests at the show or during VIP shows for your company.

Taco Token

One 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.



All Sponsors

SPONSOR RECOGNITION ON BANNERS

Pergola Banners On Display For The Summer Season

SPOTLIGHT BANNER: GREEN ROOM AND 300! LEVEL



PERIMETER BANNER, ALL LOGOS SCALED BY SPONSORSHIP LEVEL



Snow Bowl's FREE Summer Music Fest LOWDOWN BRASS BAND

Presented by:



FREE!
Wednesday, August 13



For Presenting Wednesday Sponsors Programmatic Ads

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 Wednesday show, highlighting presenting sponsors on these ads. There are 17 different scaled versions to fit multiple forms of website advertising, including social media.

For Presenting Wednesday Sponsors

Programmatic Ads

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 Wednesday show, highlighting presenting sponsors on these ads. There are 14 different scaled versions to fit multiple forms of website advertising, including social media.



2025 MUSIC FEST CAMPAIGN SUMMARY

MAY - SEPTEMBER

1,092,983

Our Programmatic, Display, and Social Media ads were seen 1,092,983 times!

11,836

2025 Concert Goers

650

Concert Capacity

1000+/week

Snow Bowl TV Views

22,536

Website Views to the Concert Pages

694,991

Ad views for our series ad that ran through the summer

For Presenting Wednesday Sponsors
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’ Wednesday shows.



RADIO ADVERTISING

Radio Advertising will canvas the summer with series announcements. Show specific ads begin 5 days before each Wednesday show with a presenting sponsor. 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 series 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 Wednesday and Sunday 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

Sponsor Recognition on

Posters and Print Materials

EXAMPLE POSTER: SERIES

Laminated 11"x17" Posters are hung around town for the duration of the Wednesday Music Fest and the Sounds like Home Sundays Fest.

SNOW BOWL'S 5TH ANNUAL FREE SUMMER MUSIC FEST

WAKING THE GIANT
Sun 6/25
2PM-8PM
Pitt & The Party Express
With Openers: Apple Pie And A Guy, May & Fern, Dealer Takes Four

MAY/JUNE
5/28 Pickin' On The Road
6/11 Bonfire Dub
6/11 Aaron Goley & The Original Sin
6/18 The Hip Snacks
6/25 Constant Change Band
Sun 6/25 Super Magick

JULY
7/2 Hill Parr & The Saints Lovers
7/9 Chuck Risenov Band
7/16 Heads All Empty
7/23 Cousin Carliss
Sun 7/23 Bella Band, Nathan Graham
7/30 Arts Fishing Club

AUGUST
8/6 Colson Funk
8/13 Low Down Brass Band
8/20 The Burroughs
Sun 8/24 Wish You Were Pink
8/27 Science & The Faf Family

SEPTEMBER
9/3 The Fratellers
9/10 Runaway Opoms
9/17 Magik Beans

PUTTING THE GIANT TO SLEEP
Sun 9/23
2PM-8PM
Taylor Scott Band
With Openers: Wopdan Wilson & The Wild Bunch, Eric Delaney's Tastic Test, Speak Of The Devil

WEDNESDAYS
HAPPY HOUR DOORS AT 3:00PM
MUSIC STARTS AT 6:30PM
SUNDAYS
DOORS AT 4:00PM
MUSIC STARTS AT 6:30PM

Find Out More At snowbowlsteamboat.com

CRAZY 88 RANCH | **THE RIVER 982 ALBUM ROCK** | **billo PREMIUM CANNABIS** | SCHMIGGETZIG | LONG DRINK | GRAN CORAMINO | CORRAL DEVIL'S RESERVE | TINCUP MOUNTAIN WHISKEY | Partake | 10EE

EXAMPLE POSTER: BAND

Laminated 11"x17" show posters for Wednesday shows are hung around town a minimum of two weeks before the show. (No Show Specific Posters for Sundays).

SNOW BOWL'S FREE Summer Music Fest
bonfire dub

Presented by: **billo** PREMIUM CANNABIS

Free Live Music!

WEDNESDAY JUNE 4TH
HAPPY HOUR: 3:00PM, MUSIC: 6:30PM
2090 Snow Bowl Plaza, (970) 879-9840
SNOWBOWLSTEAMBOAT.COM

CRAZY 88 RANCH | **THE RIVER 982 ALBUM ROCK** | **billo PREMIUM CANNABIS** | SCHMIGGETZIG | LONG DRINK | GRAN CORAMINO | CORRAL DEVIL'S RESERVE | TINCUP MOUNTAIN WHISKEY | Partake | 10EE

EXAMPLE AD: 1/4 PAGE

1/3 page (6.6" x 6.92") Wednesday series ads print on Tuesdays and show specific 1/4 page ads (4.9" x 6.92") with presenting sponsors print on Wednesdays. Sounds Like Home Series Sundays receive 1/3 page ads on Saturdays.

SNOW BOWL'S FREE Summer Music Fest
LOWDOWN BRASS BAND

Presented by: **billo** PREMIUM CANNABIS

FREE SHOW TONIGHT!
Wednesday, August 13
Happy Hour Starts at 3:00pm
Music Starts at 6:30pm
snowbowlsteamboat.com
2090 Snow Bowl Plaza, (970) 879-9840

CRAZY 88 RANCH | **THE RIVER 982 ALBUM ROCK** | **billo PREMIUM CANNABIS** | SCHMIGGETZIG | LONG DRINK | GRAN CORAMINO | CORRAL DEVIL'S RESERVE | TINCUP MOUNTAIN WHISKEY | Partake | 10EE

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!

Thank You
Partners, Sponsors, Bands and Attendees of the
5th Annual Snow Bowl Free Summer Music Fest

CRAZY 88 RANCH | **THE RIVER 982 ALBUM ROCK** | **billo PREMIUM CANNABIS** | SCHMIGGETZIG | LONG DRINK | GRAN CORAMINO | CORRAL DEVIL'S RESERVE | TINCUP MOUNTAIN WHISKEY | Partake | 10EE

Sponsor Use Of PRIVATE VIP PERGOLAS

Private Seating for up to 8 during Wednesday shows and a warm fire for the show

(# of shows dependent on sponsorship level)



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.

