

Snow Bowl's

Free Summer Music Fest

Sponsorship & Partnership Opportunities

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About Snow Bowl's

Free Summer Music Fest



2026 FREE SNOW BOWL SUMMER MUSIC FEST



2026 SUNDAY SESSIONS



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

CHECK OUT A VIDEO OF OUR MUSIC FEST HERE!

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 Corb Lund, Andy Frasco, Ryan Montbleau, Fortunate Youth, Afro Man, Heads All Empty, King Cabbage Brass Band, 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 65,000 people during the last six FREE annual summer concert series. 2026 saw 16,127 guests over 35 shows that were hosted every Wednesday featuring National Bands, and Sundays featuring local bands, averaging 614 people per Wednesday show and 324 per Sunday 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 2027, where Snow Bowl plans to continue with two shows per week and 31 free shows from May-September, as part of the Free Summer Music Fest.

FAMILY BOWL

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 four incredible non profits through chair rentals and individual shows for each organization.

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 seventh 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
STEAMBOAT SPRINGS, COLORADO

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 averaging 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.

★★★★★

The best concert venue anywhere 💖
Great music, friends, and food.
- Carol B, July 13. 2026



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, Routt First Responders Foundation, Routt County Crisis Support, 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.” This year, four incredible non-profits will benefit from chair rentals and individualized fundraising concerts in September, hosted by Family Bowl.

FAMILY BOWL

Your Brand Recognized At

31 Free Summer Concerts

May 30-September 29

Wednesdays

Starting it's 7th year, The Snow Bowl Free Summer Music Festival is a Wednesday and Sunday evening series featuring National bands on Wednesdays that stop at Steamboat along their summer tours. The series will start with a special grand opening event to kick off the summer, "Waking the Giant ™," on Sunday, 5/30, from 3pm-8pm featuring three bands.

14 Free Wednesday shows will run from June 2nd-September 1st, from 6:30pm-9:30pm.

Sundays

Last year was our first year inviting smaller local bands to the stage lineup with the National bands! On Sundays from June 6th-August 29, Snow Bowl is hosting local bands from 5pm-8pm, for which your branding and logos will carry over to 13 free Sunday shows!

Your branding and sponsorship will be featured on marketing materials such as posters, banners, and advertisements for this second series.

Family Bowl Benefits

NEW THIS YEAR!

There are four special Wednesday Shows at the end of the season that are Family Bowl's "Give Back" to the community! Your branding will be featured at all four shows, which will serve as benefits for four local non-profits. In the past, fundriasing shows like these have raised anywhere from $12,000-$30,000 per show, for local non-profits in need.

Wednesday September 8
Wednesday September 15
Wednesday September 22
Wednesday September 29

2027 MUSIC FEST SPONSORSHIP LEVELS

	GREEN ROOM SPONSOR $25,000 *1 SPOT AVAILABLE!*	300! SPONSOR $20,000 *4 SPOTS AVAILABLE!*	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 Wednesday band gift basket with brand and marketing materials.	✓				
[The Sponsor] can provide custom branding and decorating of one pergola following Snow Bowl guidelines, plus exclusive use through the 2027 Free Summer Music Fest	✓	✓			
[Your Logo] as a Spotlight on music fest perimeter banner for both the Wednesday and Sunday shows	✓	✓			
"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]**	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" †		
30 Second Video advertisement on Snow Bowl's Bar TV, and stationary advertising on bowling screens beginning as soon as your sponsorship check is received and through the final show of the season!	2 video ads 2 stationary ads	1 video ad 1 stationary ad	1 stationary ad		
1-Hour of FREE bowling on Wednesdays before the concert, from June 2nd-September 1st, from 4:30-5:30pm on one lane. Shoe Rentals Included!	18 Shows	18 Shows	10 Shows	2 Shows	1 Show
Logo on music fest series perimeter banner for both Wednesday and Sunday shows.	SPOTLIGHT	SPOTLIGHT	✓	✓	✓
Recognition on social media, poster, and print advertising for both the Free Summer Music Fest on Wednesdays and the new "Snow Bowl Sunday Series."*	✓	✓	✓	✓	✓
Verbal recognition from stage for ALL SHOWS (Wednesdays + Sundays).	✓	✓	✓	✓	✓

*LOGOS MUST BE SUBMITTED BY FEBRUARY 30, 2027 TO BE INCLUDED ON PERIMETER BANNER, POSTERS, AND INITIAL ANNOUNCEMENT. **MUST BE THE SAME 2 SHOWS. †MUST BE THE SAME SHOW.

Exclusive Green Room Sponsor Recognition

Logo, Pergola, and 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.

Premier Customized Pergola

Our Green Room Sponsor has the option to provide customized lounge furniture and branding to the closest pergola to the stage, for use at any show during the Free Summer Music Fest for your company.







Customize Your Own

PRIVATE VIP PERGOLAS

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

Available for our Green Room Sponsor and Four 300 Level Sponsors!















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 8 different scaled versions to fit multiple forms of website advertising, including social media.

For Presenting Wednesday Sponsors

Screen Advertising

All sponsors are recognized on 1-minute video advertising on Snow Bowl's TV bar, and stationary image advertising on Snow Bowl's bowling lanes for every Wednesday show at Snow Bowl! Graphics for shows that include "Presenting" sponsors will further highlight the presenting sponsor.

In addition to concert ads, Green Room, 300! and Double sponsors (see spreadsheet for amounts) have the unique opportunity to submit their own ads that will begin playing as soon as their sponsorship money has been collected! The sooner you sponsor, the longer your individualized ads will play!



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





All Sponsors

1-HOUR OF BOWLING

Plus Shoe Rentals!

Enjoy 1-Hour of FREE bowling on Wednesdays before the concerts, from June 2nd-September 1st, from 4:30-5:30pm on one lane. Shoe Rentals Included! See Sponsorship levels for each level's designated free bowling opportunities!





Free Summer Music Fest Online Stats



2026 MUSIC FEST CAMPAIGN SUMMARY
MAY - SEPTEMBER

1,379,405
Our Programmatic, Display, and Social Media ads featuring Presenting Sponsors were seen 1,379,405 times!

16,127
2026 Concert Goers

650
Concert Capacity

1000+/week
Snow Bowl TV Views

13,991
Website Views to the Concert Pages

759,897
Ad views for our series ad that ran through the summer

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.



EXAMPLE POSTER: BAND

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



EXAMPLE AD: 1/4 PAGE

All Sponsors are recognized in weekly 1/3 page (6.6" × 6.92") ads showcasing the next 10 Wednesday/Sunday shows, plus show specific 1/4 page ads (4.9" × 6.92")with presenting sponsors.



EXAMPLE AD: FULL PAGE

A full page ad sized 10" x 14" announces the series lineup in May, and a Full Page ad thanks the sponsors in September!



RADIO ADVERTISING

Weekly radio advertising will canvas the summer months and play 5 days prior to each concert on 4 different stations on Steamboat Radio: KEZZ-FM / KCOQ-FM / KBCR-FM / KRAI-FM.

The Green Room Sponsor and 300! Sponsors are recognized on 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

steam boat RADIO

Each Wednesday show receives a mention on Steamboat Radio’s Facebook Page, with a link that clicks through to their website where sponsors are listed!

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

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.











billo
LIFTED LOUNGE


















SNOW BOWL
ROUTT
FIRST
RESPONDERS










CRAZY 88
RANCH