

SAVANNAH MUSIC FESTIVAL

A WORLD OF MUSIC.
ONE CITY.



ENCORE



ABOUT SAVANNAH MUSIC FESTIVAL

Savannah Music Festival is a nonprofit performing arts organization (EIN # 58-1401616) dedicated to presenting exceptional live music that entertains, educates, inspires, and unites the community.

Since 1989, Savannah Music Festival has presented renowned artists from all over the world, making the festival a hub for adventurous music lovers and one of the most eclectic music festivals in the Southeast.

Concert-goers are invited into intimate venues throughout beautiful, historic downtown Savannah to experience some of the best artists in classical, jazz, American roots, and international roots music. On average, the springtime festival features over 100 performances and over 400 artists during the 17-day event.



ENCORE

Savannah Music Festival officially introduces a new membership opportunity for patrons from their mid-20s to mid-50s. **Encore members enjoy exclusive benefits** such as invitations to Encore members-only events, discounts on performances, special access to festival lineup information, and recognition in the festival's primary print piece, the festival program book. No previous donation to Savannah Music Festival is required to join this group.

Join the Encore Entourage as a sponsor! Sponsorships provide excellent opportunities for brands to connect with patrons, entertain clients, and support the arts in our community.

► **SEE PAGES 6-11 FOR INFORMATION ON SPONSORSHIP LEVELS AND BENEFITS**



SAVANNAH MUSIC FESTIVAL FACTS

Critical Acclaim

“...the Savannah Music Festival will be at the top of music lovers’ lists in the coming years.” –FORBES

“With a program crafted to blend local and international artists and highlight GRAMMY winners, this popular festival sells out quickly to visitors and locals alike.”

–SOUTHERN LIVING

“One of the Southeast’s most approachable festivals... It is this kind of experimental but intuitive programming that gives the Savannah fest its improvisational gusto.”

–ATLANTA JOURNAL-CONSTITUTION

Festival Statistics

200,000+ visitors to savannahmusicfestival.org annually

52,000+ email subscribers

24,000+ concert tickets sold in 2023

15,000+ season announcement brochures printed

7,500+ program books printed

88% of festival patrons are **college educated**

73% of festival patrons report **income of \$100,000+**

66% of festival patrons are **repeat festival attendees**

58% of festival patrons **live within 50 miles of Savannah**



ENCORE MEMBERSHIP

\$150 PER PERSON

- ➔ Exclusive online code to purchase discounted tickets for select festival performances
- ➔ One (1) complimentary general admission ticket to Savannah Music Festival's January 20th concert at Victory North featuring North Mississippi Allstars
- ➔ Invitation to Encore Happy Hour events during the festival
- ➔ Invitation to Late-Night Lounge performance(s) during the festival
- ➔ Recognition as an Encore member in the festival program book

ENCORE EVENT SPONSORSHIP OPPORTUNITIES



Savannah Music Festival's Concert at Victory North (January 20, 2024)

Savannah Music Festival's Encore Concert is an off-season standing-room-only concert that encourages audience members to let loose in a casual, fun concert-going atmosphere. In the third year presenting this event, with previous artists Steep Canyon Rangers and George Porter Jr. and Runnin' Partners / Rebirth Brass Band playing in a sold-out room, Savannah Music Festival is excited to present North Mississippi Allstars. Attendees can purchase general admission tickets. Sponsors (members of the Encore Entourage) will receive access to a pre-show party, with complimentary catering and drink tickets for beer and wine. Sponsors will also have access to the exclusive sponsor hospitality lounge during the event, with additional complimentary refreshments.

Festival Late Night Lounge Performance(s)

The Late Night Lounge performance(s) will invite artists to perform in intimate spaces throughout downtown Savannah during the 2024 festival (March 28-April 13). Encore members and sponsors will be invited to attend for free. Space may be limited, and sponsors will have priority access to the shows.

Encore Festival Happy Hour Events

Encore members and sponsors will be invited to Happy Hour events to mingle with fellow music lovers and to enjoy a complimentary drink.

**For all contributions of goods or services, the in-kind value will be recognized at 75% cash value. All sponsorships, in-kind or monetary, are tax-deductible at net value after tangible benefits. Deck as of November 2023.*

ENCORE PRESENTING SPONSOR

\$10,000*
ONLY ONE AVAILABLE!



SOLD OUT!

Marketing & Media

- ➔ Recognition in the SMF 2024 program book (must be confirmed by March 8)
- ➔ Quarter-page ad in the SMF 2024 program book
- ➔ Social media post on SMF Instagram (6.7k+ followers)
- ➔ Hyperlinked logo on savannahmusicfestival.org Encore page
- ➔ Recognition in all Encore email communications

Onsite Marketing

- ➔ Verbal recognition at the Savannah Music Festival's Victory North Concert
- ➔ Recognition on signage at all Encore events
- ➔ Opportunity for brand activation (e.g. branded to-go cups) at Savannah Music Festival's Victory North Concert (must be confirmed by December 31)

Season Benefits

- ➔ Six (6) sponsorship laminates
- ➔ Six (6) Encore memberships with all standard membership benefits (see pg. 5), plus the following upgrades:
 - Access to pre-show party with complimentary catering and drink tickets at Savannah Music Festival's Victory North Concert
 - Access to the private sponsor hospitality lounge at Savannah Music Festival's Victory North Concert with additional complimentary refreshments
- ➔ Ten (10) complimentary tickets to select Savannah Music Festival performances, including Savannah Music Festival's Victory North Concert. Tickets are subject to availability and restrictions apply.
- ➔ Priority entry at the Late Night Lounge performance(s) (with sponsor laminate)
- ➔ Invite to 2024 Festival Season Announcement Party on November 15, 2023
- ➔ Access to festival ticketing pre-sale starting November 16, 2023
- ➔ Private concierge phone line to purchase festival tickets
- ➔ 10% discount on SMF 2024 merchandise

ENCORE FRONT ROW SPONSORS

\$5,000*



Marketing & Media

- ➔ Recognition in the SMF 2024 program book (must be confirmed by March 8)
- ➔ Quarter-page ad in the SMF 2024 program book
- ➔ Social media post on SMF Instagram (6.7k+ followers)
- ➔ Hyperlinked logo on savannahmusicfestival.org Encore page
- ➔ Recognition in all Encore email communications

Onsite Marketing

- ➔ Recognition on signage at all Encore events
- ➔ Opportunity for brand activation (e.g. cocktail napkins) at Savannah Music Festival's Victory North Concert (must be confirmed by December 31)

Season Benefits

- ➔ Four (4) sponsorship laminates
- ➔ Four (4) Encore memberships with standard membership benefits (see pg. 5), plus the following upgrades:
 - Access to a pre-show party with complimentary catering and drink tickets at Savannah Music Festival's Victory North Concert
 - Access to the private sponsor hospitality lounge at Savannah Music Festival's Victory North Concert with additional complimentary refreshments
- ➔ Four (4) complimentary tickets to select Savannah Music Festival performances, including Savannah Music Festival's Winter Concert. Tickets are subject to availability and restrictions apply.
- ➔ Priority entry at the Late Night Lounge performance(s) (with sponsor laminate)
- ➔ Access to festival ticketing pre-sale starting November 16, 2023
- ➔ Private concierge phone line to purchase festival tickets
- ➔ 10% discount on SMF 2024 merchandise

ENCORE CROWD SPONSORS

\$3,000*



Marketing & Media

- ➔ Recognition in the SMF 2024 program book (must be confirmed by March 8)
- ➔ Social media post on SMF Instagram (6.7k+ followers)
- ➔ Hyperlinked logo on savannahmusicfestival.org Encore page
- ➔ Recognition on signage at Encore events

Season Benefits

- ➔ Four (4) sponsorship laminates
- ➔ Four (4) Encore memberships with standard membership benefits (see pg. 5), plus the following upgrades:
 - Access to a pre-show party with complimentary catering and drink tickets at Savannah Music Festival's Victory North Concert
 - Access to the private sponsor hospitality lounge at Savannah Music Festival's Victory North Concert with additional complimentary refreshments
- ➔ Priority entry at the Late Night Lounge performance(s) (with sponsor laminate)
- ➔ Access to festival ticketing pre-sale starting November 27, 2023
- ➔ Private concierge phone line to purchase festival tickets
- ➔ 10% discount on SMF 2024 merchandise

ENCORE LOAD-IN SPONSORS

\$1,500*



Marketing & Media

- ➔ Recognition in the SMF 2024 program book (must be confirmed by March 8)
- ➔ Social media post on SMF Instagram (6.7k+ followers)
- ➔ Name on savannahmusicfestival.org Encore page
- ➔ Recognition on signage at a Encore event

Season Benefits

- ➔ Two (2) sponsorship laminates
- ➔ Two (2) Encore memberships with standard membership benefits (see pg. 5), plus the following upgrades:
 - Access to the pre-show party with complimentary catering and drink tickets at Savannah Music Festival's Victory North Concert
 - Access to the private sponsor hospitality lounge at Savannah Music Festival's Victory North Concert with additional complimentary refreshments
- ➔ Priority entry at the Late Night Lounge performance(s) (with laminate)
- ➔ Access to festival ticketing pre-sale starting November 27, 2023
- ➔ Private concierge phone line to purchase festival tickets
- ➔ 10% discount on SMF 2024 merchandise

ENCORE SOUND CHECK SPONSOR

FOR SMALL BUSINESSES
\$500* PER BUSINESS



Marketing & Media

- ➔ Recognition in the SMF 2024 program book (must be confirmed by March 8)
- ➔ Social media post on SMF Instagram (6.7k+ followers)
- ➔ Name on savannahmusicfestival.org Encore page
- ➔ Recognition on signage at Encore events

Season Benefits

- ➔ Two (2) Encore memberships with standard membership benefits (see pg. 5)
- ➔ Access to festival ticketing pre-sale starting November 27, 2023
- ➔ Private concierge phone line to purchase festival tickets through December 1, 2023

CONTACT

To become a member or a sponsor and for more information, contact Mary Margaret Cozart, Savannah Music Festival Development Associate, at marymargaret@savannahmusicfestival.org or call 912.234.3378 ext.101.



← **SCAN TO JOIN NOW!**

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