

**JUNE 8
JULY 6
AUGUST 10**

Stock

**WOODSTOCK
ILLINOIS**

SPONSORSHIP OPPORTUNITIES

WHAT IS ROCKSTOCK?

Music fills the air indoors and out almost every night in Woodstock. Celebrate the 50th anniversary of the 1969 Woodstock Festival at the Rockstock Music Festival Series. Woodstock has a rich tradition of festivals, and Rockstock is a fresh new opportunity to promote the Woodstock Square. Rockstock will take place right on the charming Woodstock Square on three nights throughout the summer: June 8, July 6 and August 10. It's a family-friendly event that is free to the public. Rockstock is a production of the Woodstock Chamber of Commerce, Real Woodstock and Big Bang Festivals.

A PRODUCTION OF



Real WOODSTOCK

LEARN MORE ABOUT ROCKSTOCK AT WOODSTOCKILCHAMBER.COM

LEARN MORE ABOUT ALL THAT IS HAPPENING IN WOODSTOCK AT REALWOODSTOCK.COM

BANDS

SATURDAY, JUNE 8 THE GOOROOS

**6PM | Gates Open
7PM | Music Begins**

Covering everything from Pop-Country to the Top 40, the GooRoos will kick off the Rockstock Music Festival series. The GooRoos are known for their high energy shows and extensive set list that will please all musical appetites.

Hear some of your favorite songs from artists like Aerosmith, Bruno Mars, Coldplay, Foo Fighters, George Michael, Johnny Cash, Justin Timberlake, Lenny Kravitz, Maroon 5, Mumford & Sons, Neon Trees, One Republic, Portugal. The Man, Sublime, The Killers and Wild Cherry.

SATURDAY, JULY 6 SUBURBAN COWBOYS

**6PM | Gates Open
7PM | Music Begins**

The second concert in our festival series comes during the 4th of July weekend and is a perfect way to spend your long weekend with family and friends.

Suburban Cowboys is a highly sought after country cover act. Headlining 100+ annual shows including prestigious venues such as Joe's On Weed Street in Chicago, Joe's Live Rosemont, Country Thunder, and many fairs and fests!

SATURDAY, AUGUST 10 MARRAKESH EXPRESS OPENING ACT | WHO'S WHO

**5PM | Gates Open
6PM | Music Begins**

The final performance of our festival series pays tribute to some of the original acts at the Woodstock Festival in 1969, The Who and Crosby, Stills, Nash & Young.

Opening up our final day of the Rockstock Series is Who's Who. An electric band that captures the energy and musicianship of The Who, all while covering every stage of The Who's discography.

Capping off the Rockstock series is Marrakesh Express. One of the best cover bands in the Midwest, Marrakesh Express has played to tens of thousands of appreciative fans at music festivals, theaters, fairs, performing arts centers, and casinos, including the Woodstock 40th Anniversary Tribute Concert. The music of Crosby, Stills, Nash & Young has stood the test of time and Marrakesh Express brings the classic hits to life on stage!

MARKETING

The Opportunity for Promotion

- Thousands of Concert Goers
- Concert Series Posters and Fliers
- Promotion on Chamber Website and Real Woodstock Website
- Multiple social media posts by Real Woodstock and Woodstock Chamber (Over 13K Followers)
- Multiple E-Newsletters sent to over 10,000 email addresses
- Concert Banners

**THOUSANDS
ON THE
SQUARE**

**FIRST
TIME EVER!**

Real Woodstock

SOCIAL MEDIA

- 10,300 Likes on Facebook
- Posts that reach 25,000 to 49,000 impressions each

EMAIL

- 8,500 Email Addresses
- 20% Open Rate

WEB

- 28,000 Unique Visitors to realwoodstock.com in 2018
- 41,000 Page views across Real Woodstock web site in 2018

Woodstock Chamber

SOCIAL MEDIA

- 2283 Likes on Facebook
- Posts that reach 1,100 to 3,600 impressions each

EMAIL

- 1,392 Email Addresses
- 32% Open Rate

SPONSORSHIP PACKAGES

Rockstock Band Sponsor

\$10,000 / 1 AVAILABLE

- Logo on All Advertising
- On-Site Presence Opportunity at All Three Concerts (Staff/Product/Signage/Cars/etc)
- VIP Experience for 12
- Free Wristbands
- Reserved Stage Side Area with Table Tops
- Photo-Op with Band
- Step & Repeat with Your Logo, the Rockstock Logo, The Chamber Logo and Real Woodstock Logo
- X-Large Logo across Top Banner Over the Length of the Stage (Full Banner)
- Social Media Promotion Twice a Week
- Verbal Sponsor Acknowledgement at Event
- Logo Recognition on Chamber Website Home Page May through September and both the Chamber and Rockstock Landing Pages Year Round

Groupie - Series Supporter

\$1000 / LIMIT 4

- Medium Logo on Both Side Stage Banners at All Three Events
- Co-Host Recognition on Facebook
- Logo on Real Woodstock and Chamber Landing Pages
- 1 Social Media Shout Out per Month May-August
- Access for 6 to Front Reserved VIP Area

Rockstock Stage Sponsor

\$7,500 / 1 AVAILABLE

- Logo on All Advertising
- On-Site Presence Opportunity at All Three Concerts (Staff/Product/Signage/Cars/etc)
- VIP Experience for 12
- Free Wristbands
- Reserved Stage Side Area with Table Tops
- Photo-Op with Band
- Step & Repeat with Your Logo, the Rockstock Logo, The Chamber Logo and Real Woodstock Logo
- X-Large Logo on Banner on Both Sides of the Stage (1/2 the Length of Each Banner)
- Social Media Promotion Twice a Week
- Logo Recognition on Chamber Website Home Page May-September and Rockstock Landing Pages Year Round

Music Lover

\$500 / LIMIT 8

- Small Logo on 1 Side Stage Banner at All Three Events
- Co-Host Recognition on Facebook
- Logo on Real Woodstock and Chamber Landing Pages
- 1 Social Media Shout Out per Month June-August
- Access for 4 to Front Reserved VIP Area

Rockstar Sponsor Level

\$2,500 / 4 AVAILABLE

- Small Logo on All Advertising
- Large Logo on Both Side Stage Banners at All Three Concerts
- Co-Host Recognition on Facebook
- Logo on Real Woodstock and Chamber Landing Pages
- Social Media Shout Out's Weekly May-August
- Access for 8 to Reserved VIP Area with Free Wristbands

Music Enthusiast

\$250

- Co-Host Recognition on Facebook
- Sponsor Recognition on Real Woodstock and Chamber Landing Pages
- 1 Social Media Shout Out per Month June-August
- Access for 2 to Front Reserved VIP Area

PLEASE NOTE - THERE IS NO ONSITE BANNER RECOGNITION AT THIS LEVEL

CONTACT

To learn more, contact:

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Visit WoodstockILChamber.com or
RealWoodstock.com/Rock

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