

Music in the Park 2017

SPONSORSHIP
OPPORTUNITIES



Music in the Park

BY THE NUMBERS

4 CONCERTS IN SUMMER 2017

27TH MUSIC IN THE PARK SUMMER SERIES

250+ CONCERTS SINCE SERIES FOUNDED IN 1989

A CELEBRATION OF MUSIC, PEOPLE & COMMUNITY

DIVERSE CROWD OF SAN JOSE & SILICON VALLEY MUSIC LOVERS

UP TO 5500 CONCERT GOERS



ABOUT THE VENUE

Plaza de Cesar Chavez is a 2.2 acre park in the heart of Downtown San Jose, surrounded by The Tech Museum of Innovation, San Jose Museum of Art, Circle of Palms and Fairmont Hotel San Jose.

ABOUT THE ATTENDEES

Music in the Park attracts a diverse audience with 49% of attendees between ages 30-49, 31% Hispanic/Latino, and an average household income of \$75,000+.

ABOUT THE PRODUCER

Founded in 1986, the San Jose Downtown Association (SJDA) is a nonprofit, membership organization that represents business and property owners and works to enhance downtown's vitality and livability.

Music in the Park

2017 CONCERT SERIES LINEUP

Friday, June 23, 2017
KATCHAFIRE - reggae

Thursday, August 3, 2017
BRENTON WOOD - soul

Thursday, July 20, 2017
BLUES TRAVELER - rock

Friday, August 25, 2017
WAR - funk

Sponsorships

2017 OPPORTUNITIES

Title Sponsor: \$20,000

Presenting Sponsor: \$10,000

Associate Sponsor: \$5,000

Supporting Sponsor: \$2,500

VIP Private Party | Starting at \$3500 per event

On-Site Booth Sponsor | Starting at \$600 per event

Start planning your Music in the Park experience today.

Reach out to Bree von Faith - bvonfaith@sjdowntown.com