

music.  
without  
walls.

**SPONSORSHIP  
OPPORTUNITIES**



 **Natural  
Lands**



[natlands.org/musicsponsor](https://natlands.org/musicsponsor)



# marketing reach

## Attendees

Field Jam: 250  
 Friday Night Lights: 1,000  
 Beats & Brews: 250

## Social media presence

More than 75,000 followers on social media:

- Facebook 50,000+
- Instagram 10,000+
- Twitter 2,000+

## Website

More than 12,000 views on the following event pages:

[natlands.org/musicwithoutwalls](http://natlands.org/musicwithoutwalls)  
[natlands.org/fieldjam](http://natlands.org/fieldjam)  
[natlands.org/fridaynightlights](http://natlands.org/fridaynightlights)  
[natlands.org/beatsandbrews](http://natlands.org/beatsandbrews)

## Email blasts

Reach 30,000+ subscribers

## Event press releases

Provided to 50+ publications

# music. without walls.

Natural Lands' outdoor summer concert series, Music Without Walls, is hosted at three Chester County preserves. Each venue features different bands performing live original music, craft beer and wine, tasty food truck meals, and sunset socializing.

## land for life. nature for all.

Sponsorship is your opportunity to stand with other regional business, civic, and philanthropic leaders in ensuring nature for all. Event proceeds advance Natural Lands' priorities for saving open space, caring for nature, and connecting people to the outdoors.



**Saturday, May 20, 2023**  
**Stroud Preserve, West Chester, PA**

**number of attendees:** 250 in its first year at the new location with room for future growth



**Friday, July 14, 2023**  
**ChesLen Preserve, Coatesville, PA**

**number of attendees:** 1,000



**Saturday, October 7, 2023**  
**Binky Lee Preserve, Chester Springs, PA**

**number of attendees:** 250

Sponsor Benefits	\$5,000 level	\$2,500 level	\$1,500 level
logo included on Friday Night Lights corporate banner at entrance	x	x	x
verbal recognition at event	x	x	x
vendor tent	x	x	
Natural Lands' event pages (12,000+ views)	logo	logo	name
Natural Lands' email blasts (30,000+)	logo	logo	name
social media promotion (70,000+)	logo	logo	name
event signage	logo	logo	name
VIP tickets at Friday Night Lights	2*	2	2
general admission tickets to each event	6	4	2
logo on Natural Lands' website corporate page all year long	x	x	x

\* denotes reserved seating



# sponsorship levels and benefits.

All three events included unless otherwise noted. For higher-level sponsorship opportunities, including event-naming benefits, contact Lisa Hancock 610-353-5587 x258 or lhancock@natlands.org.

\$5,000	<ul style="list-style-type: none"><li>• logo included on Friday Night Lights corporate banner at entrance and on select event signage</li><li>• verbal recognition at event</li><li>• vendor tent in event area (sponsor provides tent)</li><li>• logo on Natural Lands' Music Without Walls event page and name on social media marketing</li><li>• 2 VIP tickets to Friday Night Lights with reserved seating</li><li>• 6 general admission tickets to all three concerts</li><li>• logo on Natural Lands' event pages (12,000+), email blasts (30,000+ subscribers), social media channels (70,000+ followers), and select event signage</li><li>• Natural Lands corporate partner benefits: year-long recognition opportunities, team-building volunteer day, naturalist-guided tour and more.</li></ul> <p><i>*see deadlines for inclusion</i></p>
\$2,500	<ul style="list-style-type: none"><li>• logo included on Friday Night Lights corporate banner at entrance and on select event signage</li><li>• verbal recognition at event</li><li>• vendor tent in event area (sponsor provides tent)</li><li>• name on Natural Lands' Music Without Walls event page and name on social media marketing</li><li>• 2 VIP tickets to Friday Night Lights with reserved seating</li><li>• 4 general admission tickets to all three concerts</li></ul>
\$1,500	<ul style="list-style-type: none"><li>• logo included on Friday Night Lights corporate banner at entrance</li><li>• verbal recognition at event</li><li>• name on Natural Lands' Music Without Walls event page</li><li>• 2 VIP tickets to Friday Night Lights with reserved seating</li><li>• 2 general admission tickets to all three concerts</li></ul>



## deadlines for inclusion.

banner inclusion: **6/9/23**

website, email blasts, social media posts, event signage: **5/1/23** for series or **3 weeks prior** to each event

Please email logo in both .png and .eps formats to Lisa Hancock at [lhancock@natlands.org](mailto:lhancock@natlands.org).





## 2023 sponsorship form.

Visit us online to register as a sponsor at [natlands.org/musicsponsor](https://natlands.org/musicsponsor) or fill out the form below.

\_\_\_\_\_  
Company Name *(please print as it should be listed for donor recognition purposes)*

\_\_\_\_\_  
Address

City

State

Zip

\_\_\_\_\_  
Contact Name

Title

\_\_\_\_\_  
Phone

Email Address

### sponsorship level

\$5,000

Other: \_\_\_\_\_

\$2,500

We are unable to be a sponsor at this time.

\$1,500

Please accept our donation of \$ \_\_\_\_\_

### method of payment (check one)

Check enclosed

Please invoice me

Credit card (below)

\_\_\_\_\_  
Card #

Expiration Date

\_\_\_\_\_  
Signature

Thank you for your generous support!

Please visit [www.natlands.org/musicwithoutwalls](https://www.natlands.org/musicwithoutwalls) or mail completed form with payment to:

Natural Lands

c/o Sponsorship

1031 Palmers Mill Rd.

Media, PA 19063

Checks should be made out to Natural Lands.

**Sponsorship questions?** Contact Lisa Hancock at [lhancock@natlands.org](mailto:lhancock@natlands.org)

**Event questions?** Contact Martha Moore at [mmoore@natlands.org](mailto:mmoore@natlands.org)

Natural Lands is a 501 (c)(3) charitable organization.