

WWW.STONESOULCONCERT.COM

25TH
ANNIVERSARY

STONE SOUL
CONCERT

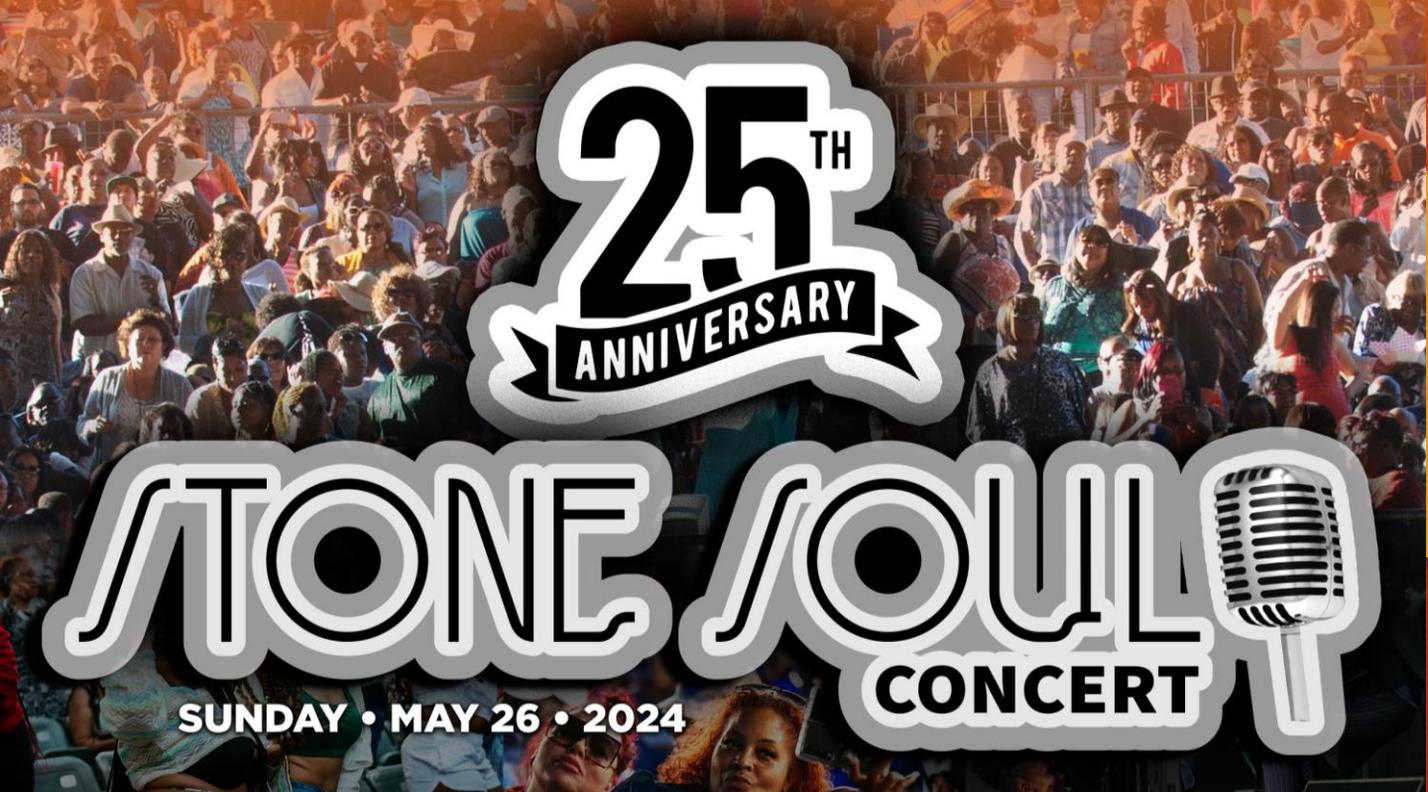
SUNDAY • MAY 26 • 2024

SPONSORSHIP
OPPORTUNITIES



LOCATION:

Toyota Pavilion at Concord
2000 Kirker Pass Road, Concord, CA



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ABOUT THE STONE SOUL CONCERT

The Stone Soul Concert is an annual Bay Area tradition where friends, family and community gathers featuring world class R&B and Old School music.

This coming Memorial Day Weekend, Sunday, May 26th marks the 25TH Anniversary of the Stone Soul Concert.

This all-day Music Festival offers a variety of marketing opportunities for businesses interested in Diversity & Inclusion. Your business and or product will be exposed to 12,500 consumers from 10:30am to 9pm on the day of show.

Past Stone Soul Concert performers include Maxwell, KEM, New Edition, Bel Biv Devoe, Frankie Beverly and Maze, Gladys Knight, The Isley Brothers, Chaka Khan, Ledisi, Charlie Wilson, Babyface, Robin Thicke, Keith Sweat, Johnny Gill, Joe, Teena Marie, The Whispers, Cameo, Morris Day, The O'Jays, and many others.

Join us in celebrating 25 years of The Stone Soul Concert.

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TITLE SPONSOR

LET'S TALK

Exclusive Naming rights to The Stone Soul Concert – “[INSERT CLIENT NAME]”
Stage Signage – inclusion in Horizontal Stage Banner
Name and Logo on the Main Stage - Video Wall Sponsor Loop
Live Stage announcements throughout event
The opportunity to speak directly to your audience from the main stage
Name and logo on all TV commercials airing on several stations
Name mentioned in all Radio Spots
Name and logo included on all promotional material including 1,000 posters and 30,000 fliers distributed throughout the Northern California
Name and logo posted on the Stone Soul Concert Website w/ hyperlink
(20) Tickets to Sponsor Party + (30) Lower Bowl Reserve Tickets for Client, Staff & Guests
(5) Parking Spaces
(1) 10x10 vendor booth to distribute information and engage w/ consumers
Logo included on Stone Soul Concert Step & Repeat
Name included in Stone Soul Concert Press Releases
Additional (5) Staff Passes & Parking
Name included in Bay Area Productions email Newsletters (6,000+ subscribers)
Name and Logo included in Social Media posts including Facebook, Instagram &/or TikTok

25TH
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STONE SOUL 
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SUNDAY • MAY 26 • 2024

PRESENTING SPONSOR

LET'S TALK

Event – “.....Stone Soul Concert presented by “[INSERT CLIENT NAME]”

Stage Signage – Inclusion in Vertical Stage Banners

Name and Logo on the Main Stage - Video Wall Sponsor Loop

Live Stage announcements throughout event

Name and logo on all TV commercials airing on several stations

Name mentioned in all Radio Spots

Name and logo included in all promotional material including 1,000 posters & 30,000 fliers distributed throughout Northern California

Name and logo posted on the Stone Soul Concert Website w/ hyperlink

(10) Tickets to Sponsor Party + (10) Lower Bowl Reserve Tickets for Client, Staff & Guests

(2) Parking Passes

(1) 10x10 vendor booth to distribute information and engage w/ consumers

Additional (5) Staff Passes & Parking

Logo included on Stone Soul Concert Step & Repeat

Name included in Stone Soul Concert Press Releases

Name included in Bay Area Productions email Newsletters (6,000+ subscribers)

Name and Logo included in Social Media posts including Facebook, Instagram &/or TikTok

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SUNDAY • MAY 26 • 2024

PREMIERE SPONSOR

LET'S TALK

Category / Product Exclusivity

(3) Live Stage announcements throughout event

Name and Logo on the Main Stage - Video Wall Sponsor Loop

Name mentioned in select Radio Spots / Radio Station(s)

Name and logo posted on the Stone Soul Concert Website w/ hyperlink

(4) VIP Tickets to Sponsor Party + (4) Reserved Tickets for Client, Staff & Guests

(1) 10x10 vendor booth to distribute information and engage w/ consumers

(1) Parking Pass

Additional (5) Staff Passes & Parking

Signage Posted throughout the venue (up to 5 locations)

Name included in all Press Releases

Name included in (2) Bay Area Productions email Newsletters (6,000+ subscribers)

Name and Logo included in Social Media posts including Facebook, Instagram &/or TikTok

25TH
ANNIVERSARY

STONE SOUL
CONCERT

SUNDAY • MAY 26 • 2024

PARTICIPATING SPONSOR

LET'S TALK

Name and Logo on the Main Stage - Video Wall Sponsor Loop

Minimum of (2) Live Stage announcements throughout event

(1) 10x10 vendor booth to distribute information and engage w/ consumers

Signage / Banners limited to the footprint

(2) Tickets to Sponsor Party + (2) Reserved Tickets for Client, Staff & Guests

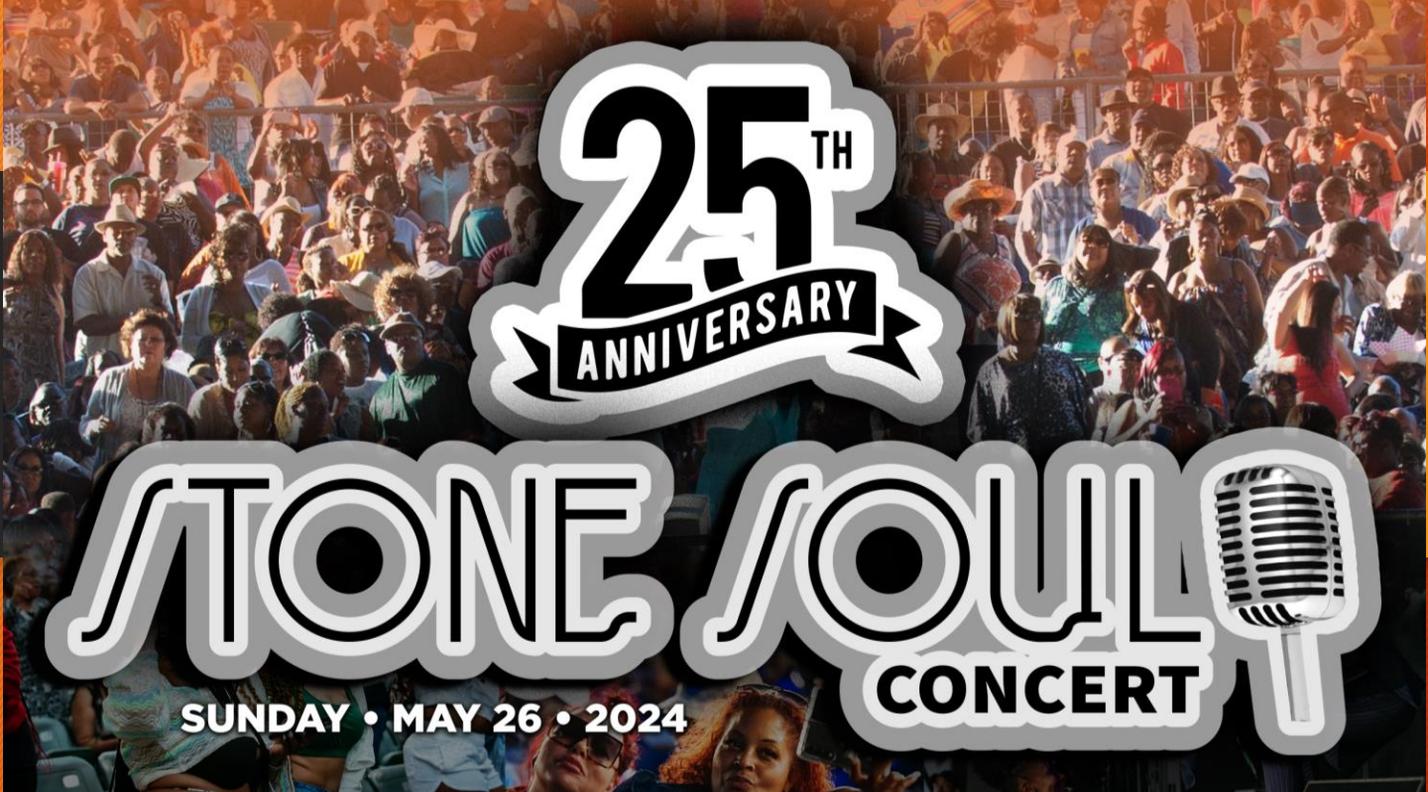
(1) Parking Pass

Additional (5) Staff Passes & Parking

Name and logo posted on the Stone Soul Concert Website w/ hyperlink

Name included in (2) Bay Area Productions email Newsletters (6,000+ subscribers)

Name and Logo included in Social Media posts including Facebook, Instagram &/or TikTok



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BOOTH VENDOR RENTAL

CONTACT US

(1) 10x10 or 10x20 vendor booth to distribute information, engage, activate

- Signage / Banners limited to the footprint
- Standard Booth: 10x10 - 10x20 available at a negotiated rate
- Insurance & Business Certificate Required

Up to 5 Event Staff Access & Parking