

# TCMF 2024



TREASURE COAST MUSIC FESTIVAL



**SPONSORSHIP**

**PROPOSAL**

Get ready for an unforgettable experience at the Treasure Coast Music Festival! This event on November 2, 2024, at Causeway Cove Marina on Hutchinson Island, FL, will feature Angie Stone, Barrington Levy, Wayne Wonder, Tanto Metro & Devonte, and Leela James.

The Treasure Coast Music Festival will give you live music, diverse food and beverage vendors, unique merchandise booths, and engaging activities. Our stunning location and dedicated team ensure a safe, enjoyable day under the Florida sun.



## Discover Hutchinson Island on Florida's Treasure Coast

Hutchinson Island, located on Florida's Treasure Coast, is a gem in the Sunshine State. Stretching along the Atlantic Ocean between Fort Pierce and Stuart, the island is known for its scenic beauty, relaxed atmosphere, and abundant recreational opportunities.

The island is renowned for its pristine beaches, which attract sunbathers, swimmers, and surfers. Its shores are lined with picturesque, sandy stretches ideal for family outings, and the clear waters offer excellent conditions for snorkeling and fishing. The natural beauty of Hutchinson Island is complemented by its lush mangroves and tranquil parks, such as the Environmental Studies Center, which provides a glimpse into the region's diverse ecosystems.

The Treasure Coast, comprising Indian River, St. Lucie, and Martin counties, is a hidden gem with beautiful beaches and abundant nature, home to over 1.3 million residents.

At the Causeway Cove Marina, the Treasure Coast Music Festival promises an unforgettable experience. This stunning 43-acre venue on South Hutchinson Island features breathtaking views, fishing, boating, waterfront bars, restaurants, and space for up to 15,000 attendees. Don't miss out on the excitement!



The Treasure Coast Music Festival is a highly anticipated event featuring the industry's top performers and artists. This year's lineup boasts an impressive array of world- renowned musicians, featuring Angie Stone, Barrington Levy, Wayne Wonder, Leela James, and Tanto Metro & Devonte.

## WHAT TO EXPECT

- **2000+ ATTENDEES**
- **LIVE PERFORMANCE BY AWARD WINNING ARTIST**
- **MULTIPLE VENDORS**
- **VIP TABLES**



## STEPS TAKEN TO REDUCE CARBON FOOTPRINT

The Treasure Coast Music Festival is committed to reducing energy consumption, waste, and carbon emissions. Here are some of the measures we have taken to achieve this goal:

- Providing plenty of recycling bins
- Minimizing the use of single-use plastic bottles
- Offering reusable cups and bottles that can be refilled
- Utilizing solar panels
- Partnering with Uber Green
- Using E-tickets and other digital platforms to reduce paper waste.



**70% ARE BETWEEN THE AGE OF 35-55**



**60% HAVE AN INCOME OF \$80K-200K**



**60% HAVE A COLLEGE DEGREE**

TCMF target audience are men and women aged 35-55 with an active lifestyle and a passion for sustainability. These individuals have an average income of \$80k-200k This group is forward-thinking, enjoys an active lifestyle, and is passionate about social and environmental sustainability. They're also interested in attending music festivals, concerts, and local events while staying on top of the latest fashion trends.

## Marketing

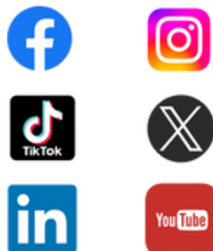
Our marketing strategy includes social media marketing utilization of influencers radio and streaming ads Print ads in magazines and other publications, Printed flyers The platforms we will be utilizing to promote the event are; Facebook Instagram THREAD Linkedin TikTok YouTube Spotify Advertising Pandora Marketing YouTube Music Amazon Music We have identified local influencers with a follower base of a minimum of 25,000 followers and a minimum engagement of 5%. In collaboration with these individuals will promote the event resulting in a potential impression reach of no less than 10,000 and an overall potential reach of **100,000**. Our campaign includes over **1,000,000** impressions with over **75,000** digital ad impressions over a 14-week media blitz campaigns.

### RADIO BROADCASTING

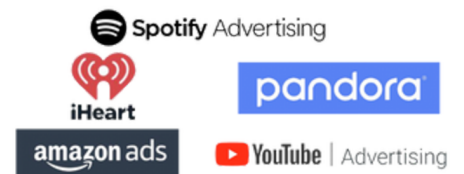


### OVER 1M IMPRESSIONS

### SOCIAL MEDIA



### STREAMING





- PROMOTIONAL RIGHTS TO REFERENCE AS THE PREMIER HEADLINE SPONSOR
- PROMINENT ANNOUNCEMENTS AND VIDEO ADVERTISEMENTS RUNNING DURING THE SHOW
- PROMINENT SIGNAGE THROUGHOUT SITE
- EXCLUSIVE SIGNAGE ON MAIN STAGE
- PROMINENT INCLUSION AS HEADLINE SPONSOR IN ALL MEDIA AND WEBSITES
- 5,000 COMMERCIAL IMPRESSIONS & INCLUSION TO RADIO AD PLAYS
- 1 10x10 VENDOR BOOTH
- 2 DIAMOND VIP TABLES (8 TICKETS)
- 12 GENERAL ADMISSION PASSES



- PROMOTIONAL RIGHTS TO REFERENCE AS THE ELITE SPONSOR
- PROMINENT ANNOUNCEMENTS AND VIDEO ADVERTISEMENTS RUNNING DURING THE SHOW
- PROMINENT SIGNAGE THROUGHOUT SITE
- PROMINENT INCLUSION AS ELITE SPONSOR IN ALL MEDIA AND WEBSITES
- 5,000 COMMERCIAL IMPRESSIONS & ADDED TO RADIO AD PLAY SPOTS
- 1 10X10 VENDOR BOOTH
- 1 DIAMOND VIP TABLE (4 TICKETS)
- 10 GENERAL ADMISSION TICKETS

**\$10,000**



- PROMOTIONAL RIGHTS TO REFERENCE AS THE PREMIER SPONSOR
- PROMINENT ANNOUNCEMENTS AND VIDEO ADVERTISEMENTS RUNNING DURING THE SHOW
- PROMINENT SIGNAGE THROUGHOUT SITE.
- PROMINENT INCLUSION AS PREMIER SPONSOR IN ALL MEDIA AND WEBSITES
- 5,000 COMMERCIAL IMPRESSIONS & ADDED TO RADIO AD PLAY SPOTS
- 1 DIAMOND VIP TABLE (4 PASSES)
- 5 GENERAL ADMISSION TICKETS

**\$5,000**

- PROMOTIONAL RIGHTS TO REFERENCE AS THE LOCAL SPONSOR
- ANNOUNCEMENTS AND VIDEO ADVERTISEMENTS RUNNING DURING THE SHOW
- SIGNAGE THROUGHOUT SITE
- INCLUSION AS A SPONSOR IN ALL MEDIA AND COMPANY WEBSITES
- 8 GENERAL ADMISSION TICKETS

**\$2,000**

- PROMOTIONAL RIGHTS TO REFERENCE AS THE LOCAL SPONSOR
- ANNOUNCEMENTS AND VIDEO ADVERTISEMENTS RUNNING DURING THE SHOW SIGNAGE THROUGHOUT SITE
- INCLUSION AS A SPONSOR SELECT MEDIA AND COMPANY WEBSITES
- 5 GENERAL ADMISSION TICKETS



## **SPONSORSHIP PACKAGES**

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