

BIG TICKET, SMALL TOWN 2026

PARTNERSHIP OPPORTUNITIES

Theory of a Deadman • Saturday, July 25, 2026
Stoco Lake Lodge • Tweed, Ontario

Partner with one of Eastern Ontario's biggest summer rock nights.



EARLY BIRD TICKETS AVAILABLE NOW
CALL 613-847-1399
LIMITED HOTEL ROOMS & VIP TABLES

THEORY
OF A DEADMAN

PARTNER WITH ONE OF EASTERN ONTARIO'S BIGGEST SUMMER ROCK NIGHTS

Big Ticket, Small Town is built to bring major live entertainment into a small-town setting in a way people talk about long after the show ends. On Saturday, July 25, 2026, Theory of a Deadman headlines a massive lakeside concert experience at Stoco Lake Lodge with camping, VIP upgrades, food and beverage service, and a strong regional draw.

4,000+ Projected attendees	1 Major concert night	Regional Eastern Ontario draw	On-Site + Digital Sponsor exposure
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ROCK. SUMMER. LAKESIDE.

High-energy concert marketing, premium hospitality, and strong local visibility for brands that want to stand out.

This package is designed for businesses that want more than a logo drop. Every level is built to create visible, real-world brand presence around the concert experience - from grounds signage and entrance branding to VIP hospitality and presenting-level exposure.



Why Partner with Big Ticket, Small Town?

- High-impact reach through a major summer rock event with a strong regional pull.
- Targeted exposure to concertgoers, campers, weekend travellers, and adult music fans.
- Association with a premium live-event experience at a unique lakeside venue.
- Multi-platform marketing through on-site signage, social media, announcer mentions, website placement, ticketing graphics, and event promotion.
- Flexible custom opportunities for brands that want more than a standard banner package.

Concert crowd energy	Lakeside destination feel	Celebration / nightlife atmosphere
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Audience + Brand Fit

<p>Who you reach Adult concert fans, campers, local businesses, regional visitors, and summer eventgoers.</p>	<p>Why it works The event blends live entertainment, hospitality, food and beverage, camping, and destination appeal.</p>
<p>What sponsors get Visible placement on-site, direct mentions, digital exposure, and premium ticket inventory.</p>	<p>Best-fit categories Automotive, beverage, building supply, western wear, hospitality, finance, home services, and regional retail.</p>

2026 Partnership Levels

**\$500
INVESTMENT**

1. Grounds Banner Partner

- One company-provided banner displayed in a high-traffic concert grounds location
- 4 General Admission tickets
- Business name listed on the official sponsor page

**\$1,000
INVESTMENT**

2. Experience Partner

- Choose one available fan-facing area such as Entry Gates, Camping Area, VIP Check-In, Patio Party Area, Afterparty Area, Hydration Station, or Photo Wall
- One company-provided banner displayed on site
- Announcer mentions tied to your sponsored area
- Website + social media promotion
- 6 General Admission tickets

**\$1,500
INVESTMENT**

3. VIP Experience Sponsor

- Sponsorship of one VIP section or reserved hospitality area
- VIP signage with your company name / logo
- Website + social media promotion
- 8 VIP tickets
- One company-provided banner displayed in a premium location

THEORY OF A DEADMAN



Premium Sponsorship Opportunities

**\$2,500
INVESTMENT**

4. Concert Feature Sponsor

- Exclusive branding around a major event feature such as the Main Bar, VIP Lounge, Main Entrance, Camping Area, or Official Afterparty
- Frequent announcer mentions throughout the evening
- Website + social media logo placement
- 10 VIP tickets
- Optional activation booth or branded display space
- Limited availability

**\$5,000
INVESTMENT**

5. Presenting Partner

- Top-bill sponsor positioning across the event
- Naming-rights opportunity for the concert stage, VIP area, or event presentation subject to final agreement
- Premium logo placement on website, digital ads, event posters, ticketing graphics, and main entrance signage
- 10 VIP tickets
- 1 premium camping spot or hospitality add-on
- Prime vendor / activation location
- Frequent announcer mentions + dedicated social media features



Partnership Visibility Examples

- Concert stage branding / naming
- Main entrance and gate signage
- VIP lounge sponsorship
- Camping area branding
- Branded bar or beverage activation
- High-traffic vendor or activation booth
- Photo wall / selfie station sponsor
- Digital ads, website presence, and social promotion

Custom packages are available.

Stage naming, beverage rights, hospitality activations, contests, large-format signage, and bundled digital + on-site exposure can be built to fit the right partner.

