



# **WILLISTON MUSIC INTENSIVE**

2024 DONOR REPORT

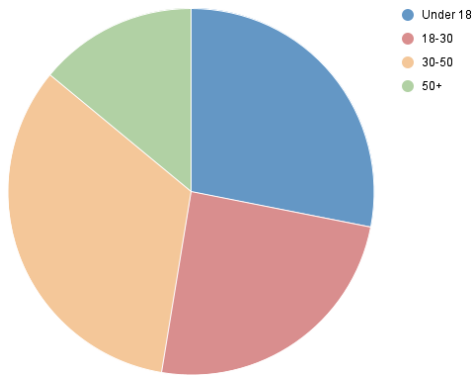


“I came here not knowing anyone, & I’ve made at least 20 new friends. The Williston Music Intensive is a great program—not only for getting to play music, learn new songs, & meet new people—but getting to express yourself on your instrument.” —**Kris Clark, 42**

# DEMOGRAPHICS

## REGISTRANT AGES

- **Under 18:** 16
- **18-30:** 14
- **30-50:** 19
- **50+:** 8



## REGISTRANT GENDERS

- **Female:** 30
- **Male:** 27

# MARKETING

## TRADITIONAL PRESS

The 2024 music intensive received traditional press coverage, including from:

- **The Williston Graphic** (front page story)
- **Bakken Living** (post-event feature)
- **Mad Max** (morning feature on Dakota Country 96.1)
- **Scott Haugen** (written article & morning radio feature on KEYZ 660 News)

Gold sponsors were mentioned by name during all interviews.

## PAID ADVERTISING

Our online ads made **100,000+ impressions**. We ran the ads in a 200-mile radius, often customizing them per town. All sponsors were mentioned in ad text or had their logos appear directly in ad videos.



## YOUR BRAND

We love our sponsors! Beyond the dedicated social media post each 2024 sponsor received, we worked hard to put their names & logos everywhere we could possibly fit them. This included:

- **Website** (1800+ visits)
- **Posters** (150 around region)
- **Flyers** (600 around region)
- **Screens/TVs** (event venue)
- **Concert program** (100 distributed)
- **Blog articles** (3 posted)
- **Registration form** (gold & silver sponsors)
- **Participants' sheet music**
- **Participant emails**

# SPONSOR BENEFITS



**\$500**

- ★ Logo on regional posters, website, Facebook event pages, registration form
- ★ Logo on event signage & materials, including emails sent to registrants, sheet music, & printed concert program
- ★ Dedicated spotlight post on WMI Facebook/Instagram (600 followers) & event pages
- ★ Reserved seating at Friday concert & logo on concert backdrop
- ★ Inclusion in all press releases



**\$1000**

- Silver level opportunities, plus...
- ★ Prime logo placement wherever applicable & sponsor bio on website
- ★ Mentions in paid social media ads (500k+ impressions)
- ★ Mentions in press & radio
- ★ Verbal thank-you on mic at Friday's concert
- ★ Option to add promotional flyers to participant folders/bags
- ★ Option to set up table/booth in the lobby at Friday's concert



**\$3,000**

All above opportunities, plus...

- ★ Billed as "presenting sponsor"
- ★ Option to say a few words on mic & introduce the bands at Friday's concert
- ★ Option to participate in a co-branded video interview for socials ("Meet our presenting sponsor...")
- ★ Permanent placement on website as founding sponsor