

SPONSORSHIP PROPOSAL

LEVITT AMP ALACHUA MUSIC SERIES



Partner with us to create a community-driven concert series that strengthens local connections and celebrates small-town culture.

2026-2027-2028 | SKINNER PARK, MAIN STREET, ALACHUA, FL



NON-PROFIT PARTNER



♥ What is Josh's Place?

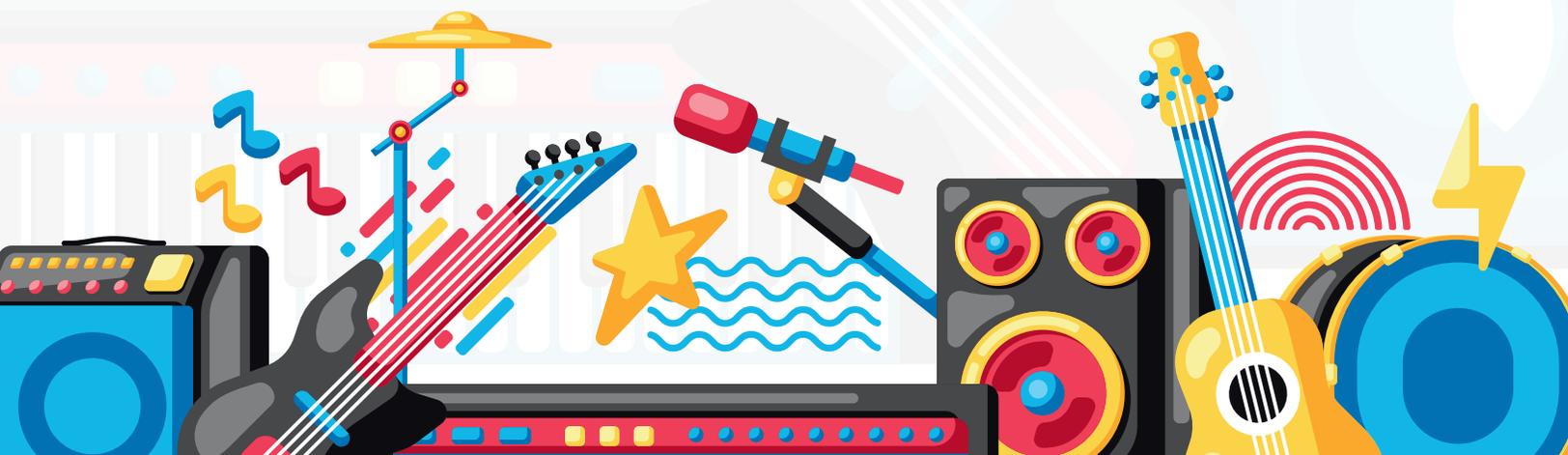
Josh's Place is a non-profit community outreach program located in Alachua, FL. It is a place where people can feel safe to be themselves. A place of acceptance, hope, and encouragement. Open gym, crafts, games, tutoring and support are available Tuesday and Thursday evenings from 6pm-8pm.

☀ Origin & Mission

Josh's Place was founded in memory of Josh Harris, a young man from the community who struggled with feelings of isolation after high school. His family and friends created the organization as a place where others would not feel alone in similar situations — especially young adults and teens seeking community connection



JOSH'S PLACE HAS BUILT LONGSTANDING RELATIONSHIPS WITH SCHOOLS, CHURCHES, VOLUNTEERS, AND FAMILIES IN ALACHUA THROUGH CONSISTENT WEEKLY EVENTS AND OUTREACH.
WWW.KNOWYOUBELONG.COM



MUNICIPAL PARTNER



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

As a community redevelopment organization, City of Alachua's CRA plays a critical role in activating public spaces, supporting local businesses, and creating inclusive experiences that bring people together. The Levitt AMP Concert Series directly supports these goals by transforming downtown into a vibrant destination through free, quality live music and community events.

Activates downtown public spaces with consistent, well-attended events

Drives foot traffic to Main Street businesses, restaurants, and vendors

Strengthens community connection across all ages and backgrounds

Supports local economic growth through increased visitation and spending

Aligns with CRA goals of revitalization, placemaking, and cultural investment



ORGANIZER PARTNER



The Alachua Business League is a creative, community-driven team with a strong record of producing music, arts, and cultural events that energize downtown Alachua. We unite local businesses, artists, and event professionals to create experiences that are well-organized, inclusive, and memorable.

VISION

Revitalizing downtown through music, art, culture, and small businesses to strengthen community life and economic vitality.

Visitors at our
largest event

12,000+

EXPERIENCE

Built to scale — our events reliably attract large audiences, strong vendor participation, and sustained community engagement.



EVENT DATES & THEME

Levitt AMP Concert Music Series “Roots, Rhythm & Community”

A relaxed, picnic-style concert series inviting families to bring blankets, chairs, and stay awhile.

A people-first concert series focused on access, inclusion, and shared experiences — no tickets required.

Where fresh food, local makers, and live music come together for a full sensory experience.

Concert Dates

April 3, April 10, April 17, April 24

May 1, May 8

Sept 4, Sept 11, Sept 18, Sept 25

6pm-9pm



WHY PARTNER WITH US?

- ✓ Exclusive brand exposure to thousands of potential audiences
- ✓ Creative brand activations on-site
- ✓ Social media and media partner amplification
- ✓ Opportunities for direct leads and customer interaction
- ✓ Your support brings free live music to Historic Main Street — fueling culture, commerce, and community.



OUR TARGET AUDIENCE

Families & Multigenerational Households

Parents with young children, teens, grandparents
Looking for safe, free, community-centered entertainment

Local Residents of All Ages

Long-time residents and newcomers
Neighbors seeking connection, pride, and shared experiences

Students & Young Adults

Engaged in modern lifestyle, digital entertainment, and innovation.

Creatives & Arts Supporters

Musicians, artists, makers, performers
Individuals who value live music, local culture, and creative expression

Local Small-Business Supporters

Shop-local advocates
Farmers market shoppers and downtown visitors

Faith-Based & Civic-Minded Community Members

Church groups, nonprofits, volunteers, service organizations

STRATEGIC PROMOTION CHANNELS

Promotion will leverage digital media, community partnerships, local businesses, traditional press, and artist networks to reach all ages across Alachua with consistent, inclusive messaging.

*Below are only examples of logo marketing

Digital & Social Media

- 🎵 Social media platform
- 🎵 Ads browser
- 🎵 Email Marketing



Media Partnerships

- 🎵 Music, lifestyle, and arts
- 🎵 Local radio and print media



- 🎵 Community Partnerships
- 🎵 On the Ground Marketing
- 🎵 Live Promotions



SPONSORSHIP PACKAGES & BENEFITS

PROMOTIONAL BENEFITS SPAN 12+ WEEKS.

Top Sponsor - \$15,000+

- Stage speaking opportunities
- Meet and greet with performing artists (pending artist consent)
- Inclusion in all marketing and broadcast media
- Primary placement on all materials
- PLUS all Music Level benefits

Music Sponsor - \$10,000

- Inclusion on all print marketing
- Promote company with branded merchandise in performer green room
- Inclusion on all social media ads
- PLUS all Lawn Level benefits

Lawn Sponsor - \$5,000

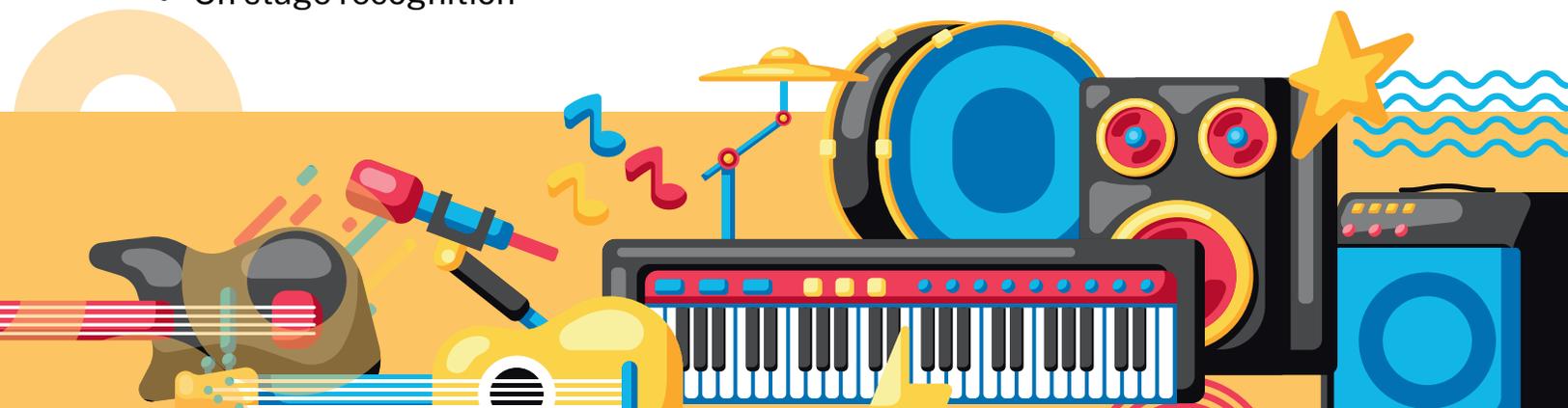
- Logo on stage and outdoor banners
- Social media feature about company
- Logo inclusion in email newsletters throughout series
- PLUS all Concert Level benefits

Concert Sponsor - \$2,500

- Inclusion on social media event page
- Inclusion on select digital marketing
- Logo inclusion on series posters and postcards
- PLUS all Community Level benefits

Community Sponsor - \$1,000

- 10 ft. x 10 ft. vendor booth at every concert
- Opportunity to distribute branded merchandise on-site
- Logo inclusion on Levitt AMP Alachua Music Series website
- On stage recognition



COLLABORATE WITH US!

The Local Concerts serve all ages – families, students, young professionals, creatives, and long-time residents – bringing together the full Alachua community through free, inclusive live music experiences.

We are excited to discuss mutually beneficial collaboration opportunities tailored to your brand's goals.

CONTACT US



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