



LIVE FROM THE UNIVEST PERFORMANCE CENTER



SOUNDS OF SUMMER CONCERT SERIES

PRESENTED BY **SANDS**
AUTO GROUP



JUNE - AUGUST | QUAKERTOWN, PA | 8 CONCERTS

MARKETING OPPORTUNITIES

PROMOTING COMMUNITY THROUGH MUSIC

Get ready to turn up the volume! The Sounds of Summer Concert Series, proudly presented by Sands Auto Group, takes over the summer months at the Univest Performance Center in Quakertown, delivering an unforgettable lineup of 6-8 electrifying concerts each year. For the past 8 years, we've brought more than 35 legendary artists to the stage, including icons like Pat Benatar, The Beach Boys, Scotty McCreery, Blues Traveler, and The Hooters. What was once called a "hidden gem" is now an essential destination for music lovers everywhere!

Driven by Quakertown Borough's Parks and Recreation Department, the Sounds of Summer isn't just about music; it's about community pride and sparking the revitalization of our beloved Borough. Our mission is to transform Quakertown into the ultimate place to live, work, and play. And now, we're inviting YOU to be a part of that impact!

Sponsoring the Sounds of Summer Concert Series puts your brand in front of thousands of music fans from across the tri-state area. Your company will gain exposure through printed materials, social media, and direct engagement at our concerts, making a lasting impression on a vibrant and enthusiastic audience.

Your support helps us deliver incredible concerts and continue revitalizing our community. Together, we can keep the music playing and make a real impact.





Over 12,000
people expected
to attend each
summer



61% of orders
are outside of
Bucks County



31% of all orders
are over 60
minutes drive
from the venue



Top 5 counties:
1. Bucks
2. Philadelphia
3. Montgomery
4. Lehigh
5. Northampton



16% of all orders
are outside of
Pennsylvania



57 % of
attendees are
over the age of
50 years old



374, 500 +
Targeted
impressions with
geofencing

24,900 +
Connections
through social
media (Facebook
and Instagram)

18,400 + Active
opt-in and
segmented email
subscribers

Heard through the
Philadelphia, Lehigh
Valley, New Jersey
Pocono, and Central
PA radio station

In 2024, the Sounds of Summer Concert Series reached new heights in marketing thanks to an increased budget made possible by The Visit Bucks Grant. With expanded resources, the series was promoted like never before, connecting with a broader audience and driving record engagement!

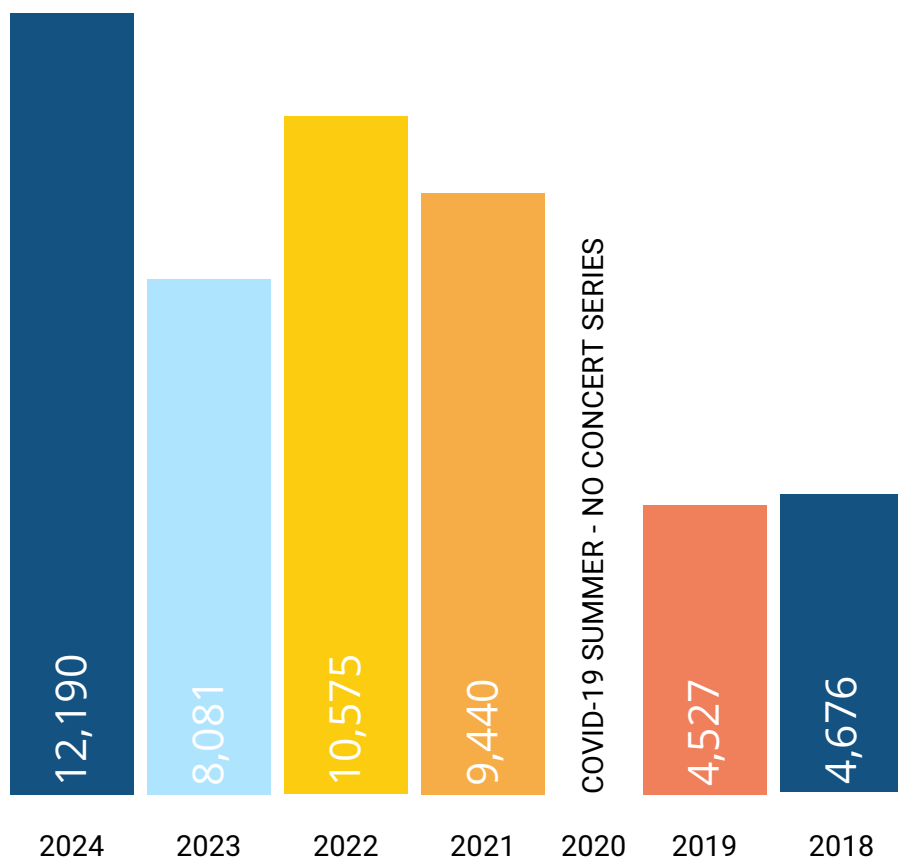
KEY MARKETING PARTNERS

- Cumulus Media
- Beasley Media Group
- Meris
- Morning Call Media Group
- Catalyst Experiential
- Upper Bucks Free Press

VALUED PARTNERSHIPS

- Sands Auto Group
- Visit Bucks County
- New Vitae Wellness & Recovery
- St. Luke's University Health Network
- Next Era Energy
- Lazer Limousine
- Herr's
- Univest Financial
- SpringHill Suites by Marriott
- Spinnerstown Hotel
- Emergency Systems
- The Proper Brewing Company
- Wawa
- Dominick's

GROWTH OVER THE YEARS



ARTIST THAT HAVE PERFORMED AT THE UNIVEST PERFORMANCE CENTER

- 38 Special (2024)
- Almost Queen (2024)
- Big Head Todd and the Monsters (2024)
- Blue Oyster Cult (2023)
- Blues Traveler (2024)
- Charlie Daniels Band (2018)
- Chris Janson (2021)
- Chris Lane (2023)
- Classic Stones Live (2019)
- Clay Walker (2023)
- Diamond Rio (2022)
- Foghat (2019)
- Gary Puckett & the Union Gap (2019)
- Get the Led Out (2024, 2025)
- Great White (2022)
- Herman's Hermits starring Peter Noone (2018)
- Kashmir (2019)
- Let's Sing Taylor (2024)
- Lita Ford (2019)
- LOCASH (2024)
- Pat Benatar & Neil Giraldo (2022)
- Queensryche (2022)
- Rodney Atkins (2022)
- Scotty McCreery (2022, 2024)
- Switchfoot (2023)
- The Beach Boys (2021)
- The Grass Roots (2019)
- The Guess Who (2019)
- The Happy Together Tour (2022)
- The Hooters (2024, 2023, 2022, 2021)
- The Marshall Tucker Band (2021, 2018)
- Tommy James & the Shondells (2018)
- Trace Adkins (2019)
- Vince Neil (2019)

PARTNERSHIP PACKAGES

Every partnership can be a customized benefit package tailored to your business or organization. We're eager to meet and collaborate with you, ensuring your package perfectly aligns with your goals and preferences.

Platinum \$10,000 - \$13,000

- **Series Tickets:** A designated number of reserved and/or lawn tickets for each concert, with early entry and parking passes for your team or clients.
- **Exclusive Concert Sponsor:** Be the exclusive sponsor of a concert night—includes additional digital mentions and an onstage introduction of the band. *(first-come, first-served)*
- **Meet & Greet:** Meet a participating artist for an unforgettable experience. *Limited availability*
- **Employee Discounts:** Provide your employees with a personalized promo code for additional ticket discounts.
- **On-Site Premium Branding:** Logo featured on the concert entrance truss and venue billboard.
- **Digital Exposure:** Logo on concert materials including website, social media, and email blasts.
- **Exclusive Spotlights:** A set number of dedicated social media posts.
- **Sponsor Tent:** Set up a tent or table at all concerts to engage attendees.
- **Swag Bags:** Branded promotional items included in series swag bags.

Gold \$8,000 - \$9,999

- **Series Tickets:** A designated number of reserved and/or lawn tickets for each concert, with early entry for your team or clients.
- **Exclusive Concert Sponsor:** Be the exclusive sponsor of a concert night—includes additional digital mentions and an onstage introduction of the band. *(first-come, first-served)*
- **Employee Discounts:** Provide your employees with a personalized promo code for additional ticket discounts.
- **On-Site Premium Branding:** Logo featured on the concert entrance truss and venue billboard.
- **Digital Exposure:** Logo on concert materials including website, social media, and email blasts.
- **Exclusive Spotlights:** A set number of dedicated social media posts.
- **Sponsor Tent:** Set up a tent or table at all concerts to engage attendees.
- **Swag Bags:** Branded promotional items included in series swag bags.

Silver \$6,000 - \$7,999

- **Series Tickets:** A designated number of reserved and/or lawn tickets for each concert.
- **Employee Discounts:** Provide your employees with a personalized promo code for additional ticket discounts.
- **On-Site Premium Branding:** Logo featured on the concert entrance truss.
- **Digital Exposure:** Logo on concert materials including website, social media, and email blasts.
- **Exclusive Spotlights:** A set number of dedicated social media posts.
- **Sponsor Tent:** Set up a tent or table at all concerts to engage attendees.
- **Swag Bags:** Branded promotional items included in series swag bags.

Bronze \$3,000 - \$5,999

- **Series Tickets:** A designated number of reserved or lawn tickets for each concert.
- **Employee Discounts:** Provide your employees with a personalized promo code for additional ticket discounts.
- **Digital Exposure:** Logo on concert materials including website, social media, and email blasts.
- **Exclusive Spotlight:** 1 social media posts announcing their sponsorship.
- **Sponsor Tent:** Set up a tent or table at all concerts to engage attendees.
- **Swag Bags:** Branded promotional items included in series swag bags.

Series friend \$500 - \$2,999

- **Series Tickets:** A designated number of lawn tickets for each concert.
- **Digital Exposure:** Logo on concert materials including website and social media.
- **Exclusive Spotlight:** 1 social media posts announcing their sponsorship.
- **Swag Bags:** Branded promotional items included in series swag bags.

Additional Sponsorship Benefits:

- Special offers emailed directly to the audience following each concert.
- Email banner ad on select email blasts.
- Naming rights of selected area: Lawn Area, Reserved Seating, Drink Pavilion, etc.
- Enhanced Digital Presence: Clickable banner/logo on the website's.
- Gift card giveaways on social media and at the concert.
- Presenting sponsor of online ticket giveaway – held on the sponsors social media pages.
- Presenting sponsor of a support artist.



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PARTNERSHIP INQUIRY

Our sponsorship packages range from \$500 to \$10,000, and the benefits you'll receive are tailored to your chosen amount. Elevate your brand visibility and community impact – become a valued sponsor today.

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

City, State, Zip: _____

SPONSORSHIP LEVEL SELECTION

Sponsorship Amount: _____

All sponsorship opportunities are negotiable in exchange for in-kind services.

PAYMENT

☐ Enclosed is a check made payable to Borough of Quakertown

☐ Email us a PDF invoice and we'll mail a check

For more information contact the Quakertown Borough Parks & Recreation Department at, **267-372-PARK** or via email at **concerts@quakertown.org**

Thank you for your commitment to The 2025 Concert Series!

Please complete and return this form to:

Borough of Quakertown
ATTN: Parks and Recreation
35 N. Third Street
Quakertown, PA 18951
Tax EIN # 23-6003-005