ROOTS BLOCK PARTY

SPONSORSHIP PACKAGE · 2027

Roots Music Project's mission is to amplify the live music community through performance and artist development.

A REGISTERED 501(C)(3) CHARITY. ALL PROCEEDS GO BACK TO LOCAL ARTISTS, YOUTH MUSIC EDUCATION AND OUR COMMUNITY.

DATES	LOCATION	ELEVATION	COORDINATES
JUNE 11–13, 2027 + YEAR LONG ACTIVATIONS	BOULDER, COLORADO	5,430'	40.0190°N 105.275°W

THE PROJECT · WHY PARTNER

More than a festival. A statement about supporting local artists, building community, and turning overlooked spaces into cultural moments that matter.







VALUES-ALIGNED

An audience that chooses local, independent and creative, and rewards the brands that back it.

HIGH-INTENT

Music fans in a buying mindset, on-site all day across ten stages, activations and the food village.

GROUND FLOOR

Inaugural-year partners define the festival's voice and lock in the lowest rates we'll ever offer.

THE AUDIENCE · INAUGURAL YEAR

BUILT FOR THE WHOLE FRONT RANGE.

800K+
EMAIL EXPOSURES

10M+
SOCIAL MEDIA REACH

20K+
FANS & ARTISTS

3
DAYS OF FESTIVAL + YEAR-ROUND EVENTS

10K+
PROJECTED ATTENDANCE

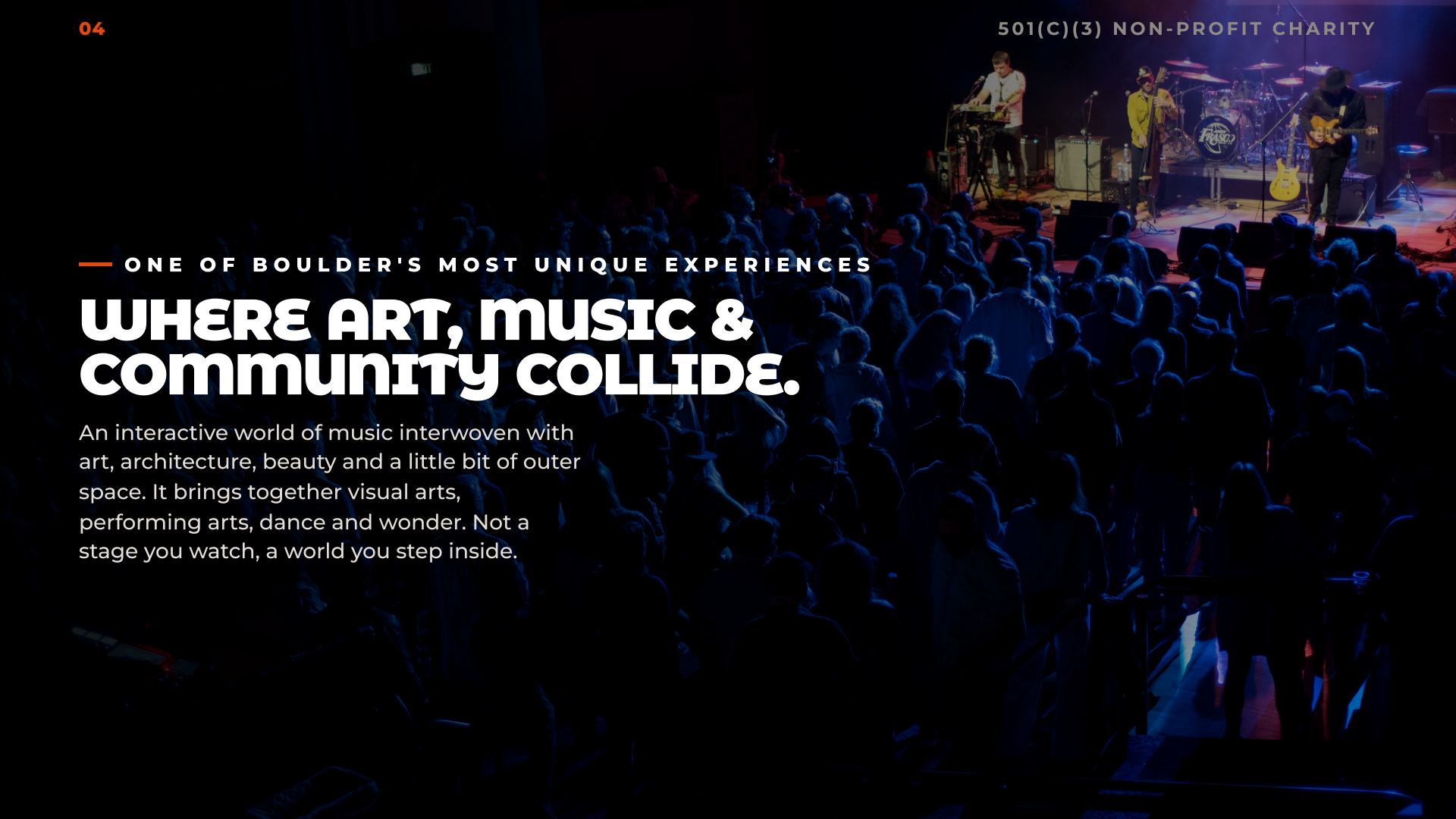
100+
ARTISTS ACROSS EVERY STAGE

10
STAGES & ACTIVATIONS

$500K
PAID TO ARTISTS & INDUSTRY PROS

Core fans aged 21–44 from Denver, Boulder, Fort Collins and Colorado Springs. Music-obsessed, community-minded, and the kind of crowd that remembers who showed up for them.





ONE OF BOULDER'S MOST UNIQUE EXPERIENCES

WHERE ART, MUSIC & COMMUNITY COLLIDE.

An interactive world of music interwoven with art, architecture, beauty and a little bit of outer space. It brings together visual arts, performing arts, dance and wonder. Not a stage you watch, a world you step inside.

501(C)(3) NON-PROFIT CHARITY

LEGEND

- Prospective venue
- Roots Music Project (anchor)
- Proposed outdoor stage

47TH ST

STERLING CT

STERLING DR

STERLING DR

ART PROMENADE

PROPOSED DISTRICT FOOTPRINT

PEARL ST

01 · PS Audio Building
Outdoor stage · indoor listening room

02 · Coupe Studios
Live session room · outdoor stage

03 · Boulder Music Works
Listening room · 80

04 · VisionQuest
Taproom yard stage

05 · The Spark
Black box · seated 120

06 · Too Steppin Brewery

07 · VALMONT PARK STAGE
Outdoor bowl · 2,000+ capacity

08 · Songwriter Stage
Promenade · acoustic sets

ROOTS MUSIC PROJECT
ANCHOR VENUE

THE DISTRICT · EAST PEARL

TEN STAGES, ONE WALKABLE DISTRICT.

WHY IT'S DIFFERENT

THIS ISN'T LOGO PLACEMENT. YOUR LOGO FUNDS A CAREER.

Pillar 01

ARTIST DEVELOPMENT

Reverse-headliner billing, fair pay, daytime academies and a free media lab. Your support sends artists home more bookable than they arrived.



Pillar 02

IMMERSIVE WORLDS

Empty warehouses transformed by CU design students and Boulder's Burning Man crew into stage worlds your brand can live inside.



Roots Music Project is a **501(c)(3)**. Your partnership underwrites fair pay, free media and grants for working Colorado musicians, and may be tax-deductible.

ACTIVATION OPPORTUNITIES

SURFACES YOU CAN MAKE YOURS.

01
MAIN STAGE BANNERS
The header banner goes to our Presenting partner; both tower banners carry the Presenting and Stage logos.

02
THE CUP · $5,000
Three logo spots on the only vessel served all festival. Three partners, one spot each.

03
WRISTBANDS · $5,000
Three logo spots on every wrist, all festival long. Three partners, one spot each.

04
STAGE NAMING
A whole stage carries your lockup across signage, schedule and app.

05
ACTIVATION BOOTH
Your own footprint on the field to sample, demo and talk to fans.

06
LED & POSTERS
Logo across festival LED screens and printed collateral, year-round.

07
STAGE SHOUT-OUTS
Named from the microphone between sets, all festival.

08
HAVE AN IDEA? PITCH IT TO US
Let's get creative. If you've got an activation we haven't thought of, we'll build it with you.

SHARE THE STAGE

CENTER STAGE WITH NATIONAL HEADLINERS.

PAST HEADLINERS · 2025

- ANDY FRASCO & THE U.N.
- NORTH MISSISSIPPI ALLSTARS
- KARL DENSON'S TINY UNIVERSE
- YONDER MOUNTAIN STRING BAND



10M+
SOCIAL MEDIA REACH

800K+
EMAIL EXPOSURES

20K+
FANS & ARTISTS

PARTNERSHIP TIER · PRESENTING

$15,000

PRESENTING

LIMITED SLOTS AVAILABLE

The festival carries your name. One brand, most prominent billing, total alignment with Colorado's most talked-about new music event.



OUTLINED: **HEADER BANNER + BOTH TOWERS**

Main stage branding · Limit (3)
The header banner is yours alone, plus one of the two logos on each tower.

4 backstage passes
Artist-area access for you and your guests.

Festival film credit
Presenting credit on the recap film and artist sessions.

Dedicated LED screen
A full screen running your standalone logo, never shared with other sponsors.

Free venue rental
A night at Roots Music Project, on us.

10 weekend + 20 single day passes
Full lounge access for your team and guests.

2 reserved parking spaces
Held for you at the gate, all festival.

Launch, press & media
Named in the launch announcement, press releases and media packages, with early lineup news.

Year-round presence
Branding on all RMP productions, plus our newsletter, social and website.

Booth + shout-outs
Your own activation footprint, and named from the mic between sets.

PARTNERSHIP TIER · STAGE

$10,000

STAGE

NAME YOUR STAGE

Name any stage you choose outside the main stage, and your logo goes on both main stage tower banners beside our Presenting partner.



OUTLINED: **BOTH TOWER BANNERS**

Stage naming rights
Name any stage you choose outside the main stage: signage, schedule and app.

Both tower banners
Both main stage tower wraps carry your logo.

10 weekend + 12 single day passes
Full lounge access for your team and guests.

2 backstage passes
Artist-area access for you and a guest.

Shared LED screen
Your logo on a main stage LED screen shared only with other Stage partner logos.

1 reserved parking space
Held for you at the gate, all festival.

Activation booth
Your own footprint on the field to sample and demo.

Year-round presence
Logo across RMP productions, plus our newsletter, social and website.

Free venue rental
A night at Roots Music Project, on us.

Stage shout-outs
Named from the microphone between sets, all festival.

PARTNERSHIP TIER · EXPERIENCE

$7,500

EXPERIENCE

EMERGING ARTISTS

Own an activation space and put your name on the stage where the next generation of Colorado musicians plays their first festival.

DIRECTLY FUNDS OUR YOUTH ARTISTS FUND

Every dollar of this tier goes to our youth artists: paid performances, paid internships and work study.



Emerging Artist Recognition
Wherever a youth artist plays, a retractable banner carries your company logo.

1 reserved parking space
A space held for you at the gate, all three days.

Free venue rental
A night at Roots Music Project, on us.

Main stage LED logo
Your logo on a main stage LED screen shared only with other Experience partner logos.

6 weekend + 8 single day passes
Lounge access for your team and guests.

Activation booth
Your own footprint on the field to sample and demo.

Year-round presence
Logo across RMP productions, plus our newsletter, social and website.

Stage shout-outs
Named from the microphone between sets, all festival.

ADD-ONS · OR STAND ALONE

TWO THINGS EVERY SINGLE PERSON TOUCHES.

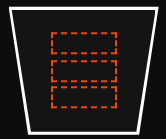
ADD-ON to any partnership tier, **OR STAND ALONE** with perks included.

$5,000
OFFICIAL CUP PARTNER

THREE SLOTS · ONE LOGO EACH

Cups are the only vessel served all festival. Every drink, every attendee. Your brand is in their hand.

- Your own dedicated logo spot on every cup
- On the collectable and recyclable cups, all environmentally responsible
- Your logo on the main stage LED screens
- **Stand alone** includes: booth + activation space, stage shout-outs, 6 single day passes



COLLECTABLE + RECYCLABLE
VOLCANIC BLK 16OZ · 60MM × 3 SPOTS
ENVIRONMENTALLY RESPONSIBLE

$5,000
WRISTBAND PARTNER

THREE SLOTS · ONE LOGO EACH

Your brand on every person's wrist, all festival long. They won't forget you.

- Your logo on **every** festival wristband
- Everyone takes your logo home on their wrist
- Your logo on the main stage LED screens
- **Stand alone** includes: booth + activation space, stage shout-outs, 6 single day passes



FESTIVAL WRISTBAND
REPEATING LOGO

PARTNERSHIP TIER · COMMUNITY

$2,500
community

SUPPORTER

Back the scene and be seen doing it. Visible support at the level most local businesses start.



8 single day passes
Bring the team out across all three days.

Year-round presence
Logo across RMP productions, plus our newsletter, social and website.

Stage shout-outs
Named from the microphone between sets, all festival.

Activation booth
Available as an option at this tier.

25% off venue rental
A discounted night at Roots Music Project.

EXCLUSIVE · ONE PARTNER ONLY

$2,500

BIKE VALET

ONE PARTNER ONLY

Own the clean commute. The bike valet carries your shop's name and logo.



Bike valet naming
Our bike valet carries your name and logo across signage all three days.

Logo on bike valet emails
Your logo on the clean commute emails we send every ticket holder, presented by you.

Clean commute incentives
Your shop is named in every push encouraging fans to ride instead of drive.

Everything in Brand
All $1,000 Brand partner perks included on top: 4 single day passes and logo mentions.

Social, email & web
Logo on our newsletter, social channels and website.

Booth at the valet
Set up where the riders land: tune-ups, demos and a captive audience.

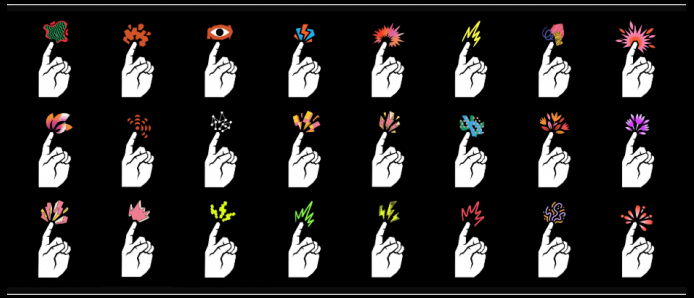
PARTNERSHIP TIER · BRAND

$1,000

BRAND

ENTRY POINT

The simplest way in. Get your logo in the mix and support the festival from day one.



4 single day passes
Bring a few people out to the festival.

Logo mentions
Named across festival channels through the run-up.

Social, email & web
Logo on our newsletter, social channels and website.

Grow with us
Upgrade to any tier at any time before the festival.

TIER COMPARISON

WHAT'S INCLUDED.

	PRESENTING $15,000	STAGE $10,000	EXPERIENCE $7,500	COMMUNITY $2,500	BRAND $1,000
Naming rights	Festival	Stage	Youth Stage	—	—
Main stage banners	Header + towers	Towers	—	—	—
Funds youth programming	—	—	✓	—	—
Weekend passes	10	10	6	—	—
Single day passes	20	12	8	8	4
Reserved parking	2 spaces	1 space	1 space	—	—
Press releases & media kits	✓	—	—	—	—
LED screen	Dedicated	Stage logos	Experience logos	—	—
Backstage passes	4	2	—	—	—
Venue rental	✓	✓	—	25% off	—
Activation booth	✓	✓	✓	Option	—
Social, email & web	✓	✓	✓	✓	✓
Festival film credit	✓	—	—	—	—
Year-round presence	✓	✓	✓	✓	—
Stage shout-outs	✓	✓	✓	✓	—
The Cup · $5,000 · 3 slots	Add-on	Add-on	Add-on	Add-on	—
Bike Valet · $2,500 · 1 partner	Add-on	Add-on	Add-on	Add-on	—
Wristbands · $5,000 · 3 slots	Add-on	Add-on	Add-on	Add-on	—

Add-ons are limited inventory. The Cup and the wristband each carry three logo slots. Added to an existing tier they are branding only: passes and booth space stay as listed above. Claimed in the order partners commit.



YOUR IMPACT DOLLARS

SEE EXACTLY WHAT YOUR GIFT DOES.

$10,000
Produces one side stage for the entire weekend.

$5,000
Pays for a full semester of workshops.

$1,000
Provides sound for one day on a festival side stage.

$500
Pays for one workshop.

$5,000
Funds the weekend's Emerging Artists Fund.

$2,500
Covers a full semester of tuition for one TEMPO student.

$500
Buys a laptop and headphones for a TEMPO student.

$100
Feeds a band, meals and drinks, for one show.

ROOTS BLOCK PARTY

PUT YOUR BRAND WHERE THE MUSIC ACTUALLY GETS BUILT.

01	02	03	04
TALK	TAILOR	LOCK IN	ACTIVATE

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