



SPONSORSHIP PACKAGE • 2026

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

DATES	LOCATION	ELEVATION	COORDINATES
JUNE 11-14, 2026 + 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.

ROOTS BLOCK PARTY

A ROOTS MUSIC PROJECT PRODUCTION

— 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

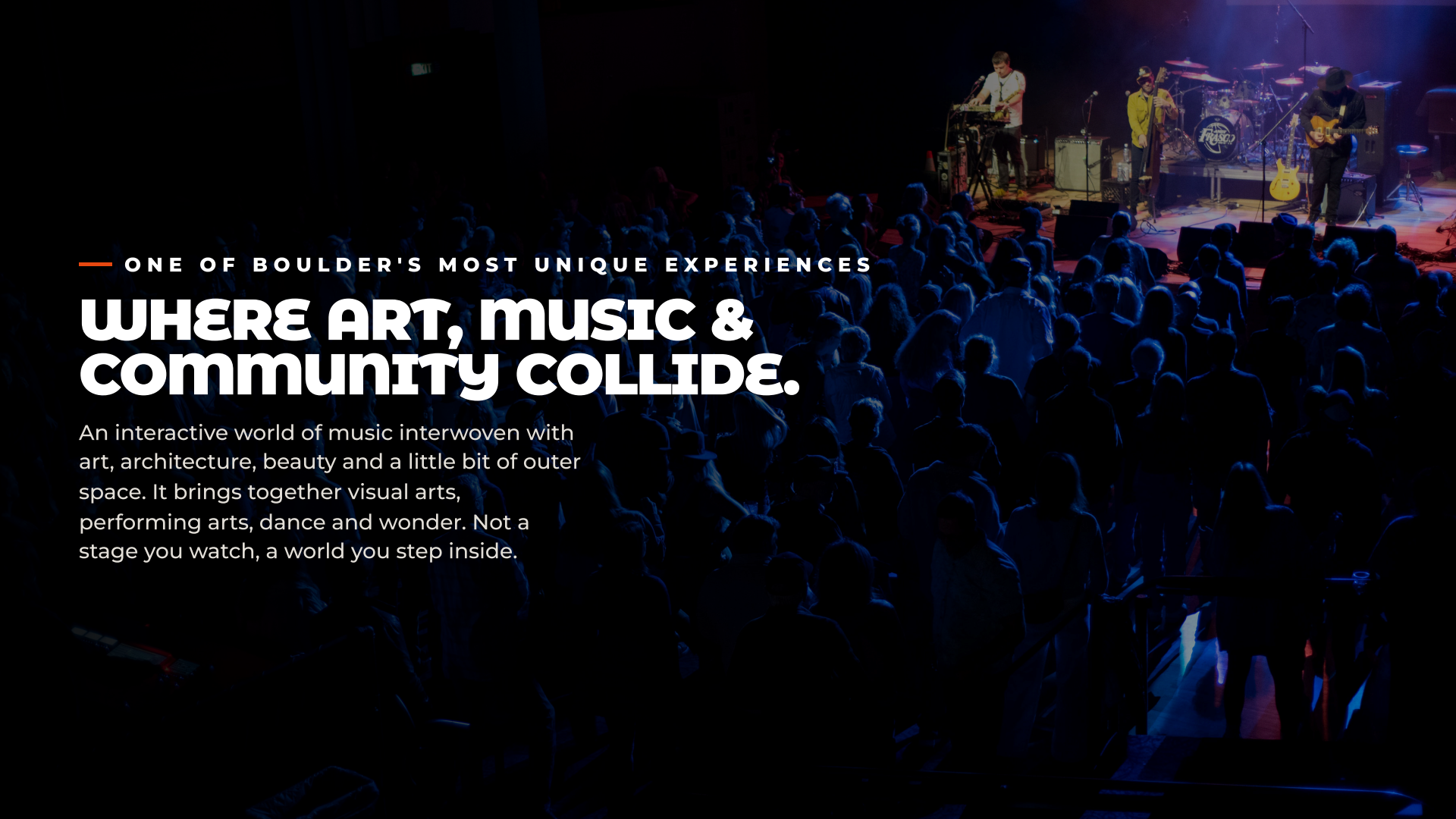
PAID TO ARTISTS
& INDUSTRY PROS

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.



ROOTS BLOCK PARTY

YEAR ONE PROJECTIONS



— 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.

LEGEND

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

01 • PS Audio Building

Outdoor stage • indoor listening room

07 • VALMONT PARK STAGE

Outdoor bowl • 2,000+ capacity

02 • Coupe Studios

Live session room • outdoor stage

08 • Songwriter Stage

Promenade • acoustic sets

03 • Boulder Music Works

Listening room • 80

THE DISTRICT • EAST PEARL

TEN STAGES, ONE WALKABLE DISTRICT.

04 • VisionQuest

Taproom yard stage

05 • The Spark

Black box • seated 120

ROOTS MUSIC PROJECT

ANCHOR VENUE

06 • Too Steppin Brewery

PEARL ST

— 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.



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.

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 BLOCK PARTY

TWO PILLARS WORTH BACKING

— 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

ROOTS BLOCK PARTY

YOUR BRAND SHARES THE STAGE

— PARTNERSHIP TIER • PRESENTING

\$15,000
PRESENTING

LIMITED SLOTS AVAILABLE

The festival carries your name. One brand, top 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.

Year-round presence

Branding on all RMP productions, plus our newsletter, social and website.

Activation booth

Your own footprint on the field to sample and demo.

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.

In from the launch

Named in the launch announcement, with early lineup news.

Free venue rental

A night at Roots Music Project, on us.

Stage shout-outs

Named from the microphone between sets, all festival.

ROOTS BLOCK PARTY

PRESENTING PARTNER

— 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.

10 weekend + 12 single day passes

Full lounge access for your team and guests.

1 reserved parking space

Held for you at the gate, all festival.

Year-round presence

Logo across RMP productions, plus our newsletter, social and website.

Stage shout-outs

Named from the microphone between sets, all festival.

Both tower banners

Both main stage tower wraps carry your logo, one of the two logos on each tower.

2 backstage passes

Artist-area access for you and a guest.

Activation booth

Your own footprint on the field to sample and demo.

Free venue rental

A night at Roots Music Project, on us.

\$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 THE YOUTH EXPERIENCE

This tier underwrites our **TEMPO** youth programming: instruments, mentorship and stage time for Boulder students.



Emerging Artists naming

Our youth stage carries your name for all four days.

1 reserved parking space

A space held for you at the gate, all four days.

Free venue rental

A night at Roots Music Project, on us.

Free venue rental

A night at Roots Music Project, on us.

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.

— LIMITED INVENTORY

TWO THINGS EVERY SINGLE PERSON TOUCHES.

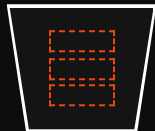
\$5,000

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
- One of only **three** brands on the vessel
- On both the collectable cup and the recyclable cup
- Every cup is environmentally responsible
- Standalone: booth + activation space, stage shout-outs, 6 single day passes



COLLECTABLE + RECYCLABLE

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

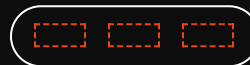
\$5,000

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
- Standalone: 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 four
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.

ROOTS BLOCK PARTY

COMMUNITY PARTNER

— 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 four days.

Clean commute incentives

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

Social, email & web

Logo on our newsletter, social channels and website.

Logo on bike valet emails

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

Everything in Brand

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

Booth at the valet

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

ROOTS BLOCK PARTY

BIKE VALET PARTNER

\$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.

Social, email & web

Logo on our newsletter, social channels and website.

Logo mentions

Named across festival channels through the run-up.

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	—	—
Named from festival launch	✓	—	—	—	—
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.



**PUT YOUR BRAND WHERE THE
MUSIC ACTUALLY GETS BUILT.**

01
TALK

02
TAILOR

03
LOCK IN

04
ACTIVATE

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