



# –The Tenth Annual– OURAY MOUNTAIN AIR MUSIC SERIES



Produced by: Mountain Air Music, LLC a 501(c)3 nonprofit organization

## DATES

**JUNE 2022**  
**2, 9, 16, 23, 30**

## LOCATION

**Fellin Park, Ouray**

## ATTENDANCE

**9,700+**  
people attended the 2019  
4-event concert series!

## ECONOMIC IMPACT

**\$300,000\***

\*based on Americans for the Arts  
calculator for local & visitor spending at  
events [www.americansforthearts.org](http://www.americansforthearts.org)

## TICKETS

**FREE**

## 2022 CONCERT SERIES OVERVIEW

Each year, this free event proves to be a wonderful experience well-received by the entire Ouray community, as families of all ages gear up for sun-filled afternoons, warm evenings, and picnics in Fellin Park at Ouray's favorite outdoor event.

All of the bands that perform at the Mountain Air Music Series share a passion for music and commitment to small communities, as do our sponsors. Each Thursday, two different emerging bands with unique styles are presented. The featured musicians attract their own audience of loyal followers as well as a wide variety of music lovers in the community and throughout the region. Regardless of each week's music genre, a core following of the Western Slope Concert Series comes to Ouray to enjoy a summer filled with free music.

Each week, we bring awareness to local nonprofit organizations like the Ouray Volunteer Fire Department. Each week, you will find a different nonprofit in the beer tent serving up libations and working for tip money. All the tip proceeds are given to these nonprofit organizations as a contribution to their causes.

*“The Mountain Air Music Series has been a highly successful event series for both the City of Ouray as well as the many nonprofit organizations who are able to take part, including the Ouray Volunteer Fire Department. Ouray Fire has been an active participant and supporter of the Mountain Air Music Series since its inception. The exposure received and funds raised go a long way toward not only subsidizing our annual academic scholarships and other philanthropic ventures but also providing crucial, life- saving equipment for our firefighters. Ouray Fire is honored to be a part of this event series and encourages others to support the music series as well. ”*

*-Craig Kaminsky, Ouray Volunteer Fire Department*

You'll also find local restaurants and other nonprofit groups serving up their signature menu items as food vendors fill the park each week. Everything from kettle corn to smoked ribs to iced lemonade ice cream is available each week.



## 2022 CONCERT SERIES

### What Your Sponsorship Will Support:



Bringing the entire community together at these family-friendly concerts is our core value. More than 9,700 people enjoyed the last full concert series in 2019, produced by Mountain Air Music, Inc. (a 501(c)3 nonprofit organization) at no cost because of valued donors like you! Our success benefits our sponsors as well. We are proud to have retained over 90% of our sponsors each year!

We hope that you will also join us again (or for the first time) as a Mountain Air Music Series sponsor. Among the varying sponsorship levels, you can choose your benefits ranging from pre- and post-event publicity, on-site signage and stage recognition. Local event-lovers can volunteer each week of the series, and we are always looking for in-kind donations.



Mountain Air Music, Inc. is a nonprofit committed to organizing and promoting high-quality, community-oriented music performances and events and supporting the development of public facilities in Ouray. Over the past six years, we have contributed to improve the electrical infrastructure in Fellin Park and our ongoing mission is to support the Master Plan for Ouray's Parks and improve our recreational infrastructure. The success of the FREE concert series and our mission can only happen with your support!

Mountain Air Music, Inc. is also a proud member of the Alpenglow Arts Alliance, an informal alliance of Ouray County-based arts-focused organizations. We share a focus and are dedicated in working more closely together such that the performing arts, and our community, cannot just exist, but can thrive. Find out more at [www.alpenglowarts.com](http://www.alpenglowarts.com).

### Local Exposure:



### 4-Event Series Attendees:

# 9,700+

### Social Network Connections:

# 3,200 likes

Sponsors also benefit from local and regionally distributed print advertising, media outreach to local, regional, and statewide press outlets, social media shout-out's in the weeks leading up the Mountain Air Music Series and local buy-in through word of mouth.

VALUE:  
**PRICELESS**





## Your Donations Are How June's Free Concerts Happen Each Year!

### PLEASE CONTACT:

David Turner  
970-569-6958  
for a Sponsorship level  
suitable to your needs.

*In-kind contributions  
are always welcome!*

**SPONSOR COMMITMENT DEADLINE:  
APRIL 15**

**GRAPHIC ART DEADLINE:  
APRIL 30**

**PAYMENT DEADLINE:  
MAY 31**

*Contributions may be tax-deductible.*

*\*Logo banners to be provided by  
sponsor. All sponsor logos, names and  
graphic content MUST be submitted by  
Graphic Art Deadline or they will not be  
included in Poster/Ads/etc.*

### \$25,000 TITLE SPONSOR

- MEDIA PACKAGE includes Name and Logo listed as "[Sponsor] Presents the 2022 Mountain Air Music Series" on fence banner, sponsor panel and event poster; inclusion in print advertising, press release, and social media mentions; social media like and shout-out
- MAIN LOGO placement on stage side panels
- STAGE ANNOUNCEMENTS: two times at each of the concerts
- SIGNED EVENT POSTER from all the participating bands in the concert series
- Your choice of a Mountain Air Silipint or T-Shirt

### \$5,000 GOLD SPONSOR

- MEDIA PACKAGE includes Name or Logo on sponsor panel and event poster; inclusion in print advertising and press release; social media like and shout-out
- LOGO placement on stage side panels, logo banner with prominent placement in Felin Park
- STAGE ANNOUNCEMENTS: two times at each of the five concert series events
- Your choice of a Mountain Air Silipint or T-Shirt

### \$1,000 BRONZE SPONSOR

- MEDIA PACKAGE includes Name on sponsor panel, stage banner and poster; inclusion in press release; social media like and shout-out
- Logo banner placed in Felin Park
- STAGE ANNOUNCEMENTS: two times at each of the five concert series events
- Your choice of a Mountain Air Silipint or T-Shirt

### \$10,000 PLATINUM SPONSOR

- MEDIA PACKAGE includes Name or Logo on fence banner, sponsor panel and event poster; inclusion in print advertising, press release; social media like and shout-out
- PROMINENT LOGO placement on stage side panels
- STAGE ANNOUNCEMENTS: two times at each of the concerts.
- SIGNED EVENT POSTER from all the participating bands in the concert series
- Your choice of a Mountain Air Silipint or T-Shirt

### \$2,500 SILVER SPONSOR

- MEDIA PACKAGE includes Name or Logo on sponsor panel, stage banner and poster; inclusion in press release; social media like and shout-out
- Logo banner with prominent placement in Felin Park
- STAGE ANNOUNCEMENTS: two times at each of the five concert series events
- Your choice of a Mountain Air Silipint or T-Shirt

### \$500 - \$50 COMMUNITY SUPPORTER

- MEDIA PACKAGE includes Name on sponsor panel; social media like and collective shout-out





## 2022 SPONSORSHIP AGREEMENT

I love music and would like to pledge my support to the Mountain Air Music Series. I understand that my financial donation will be used to bring outstanding musicians to the 2022 concert series and support the community-oriented mission of the series.

*Contributions may be tax-deductible.*

**SPONSOR COMMITMENT DEADLINE:  
APRIL 15**

**GRAPHIC ART DEADLINE:  
APRIL 30**

**PAYMENT DEADLINE:  
MAY 31**

*Please return completed agreement and payment to:*

**MOUNTAIN AIR MUSIC, INC.  
PO BOX 1132  
OURAY, COLORADO 81427**

**I want to contribute to the success of the 2022 Mountain Air Music Series in the following manner:**

\_\_\_ Title Sponsor \$25,000.00

\_\_\_ Platinum Sponsor \$10,000.00

\_\_\_ Gold Sponsor \$5,000.00

\_\_\_ Silver Sponsor \$2,500.00

\_\_\_ Bronze Sponsor \$1,000.00

\_\_\_ Community Sponsor \$500.00 - \$50.00

\_\_\_ I would like to support with an in-kind donation of (please describe the services or products provided below):

\_\_\_\_\_  
\_\_\_\_\_ valued at: \_\_\_\_\_

I have attached a check: \_\_\_ -or- please charge my credit card:

(number) \_\_\_\_\_ (exp. date) \_\_\_\_\_ (CVV code) \_\_\_\_\_

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

Signature \_\_\_\_\_

**I would like to support the series by donating my time as a volunteer (please circle):**

\_\_\_ Planning \_\_\_ Marketing \_\_\_ Fundraising \_\_\_ Concert set up

\_\_\_ Hospitality \_\_\_ Concert Security \_\_\_ Concert clean up

**THANK YOU FOR YOUR SUPPORT**

