

# **BANDS & BREWS**

## ON THE BOULEVARD

**2021  
SPONSORSHIP  
OPPORTUNITIES**





**The Ballston BID's inaugural Bands & Brews on the Boulevard will be the largest outdoor street pub and live concert held in the region this year.**

Featuring a one-hundred-foot street pub serving cold beer, variety of wines and sparkling cocktails, the festival will attract thousands to the streets of Ballston from 11am to 8pm on Saturday, July 24th. This exciting and highly anticipated event will transform the heart of Ballston into a mega street bash!



Located on **Wilson Boulevard** between N. Stuart Street and N. Randolph Streets facing Ballston Quarter and Ballston Exchange, the festival is easily accessed via several transportation options – walking, biking, metro bus and metro rail in addition to thousands of parking spaces available inside Ballston Quarter’s parking garage.

The concert will be held rain or shine and is completely free! Drink tickets will be sold at a variety of price points. Additionally, attendees are encouraged to make a \$5 donation to the BallstonGives’ bartender relief fund.







## **Two stages with live music performances and DJ—all for free!**

The main concert stage will be in the middle of Wilson Boulevard next to the massive street pub where volunteers will be pouring a wide assortment of beers, ales, wines, bubbly and cocktails. Attendees will enjoy music performances by Andrew Savoia & Fordson Labs, Turtle Recall, Popstar Drive, Aztec Sun and Bobby McKeys Dueling Pianos. The secondary stage at Welburn Square Park will feature more ambient music performed by Claire Sho, Karen Jonas and the Avant Bard music and theater company.



# Presenting Sponsorship

\$15,000

Bands & Brews on the Boulevard presented by your company in all printed materials, digital promotion, press/media release, and radio/television coverage

Drink tickets with your logo

Main stage banner to feature your logo

Company representative invited to welcome attendees on main stage

Company representative invited to be present during media interviews

100 Free Drink tickets to give-away as prizes, or for staff/family/friends

Donation Letter







# Main Stage Sponsorship

\$7,500

Your logo on the gigantic main concert stage banner visible to attendees from near and far

Activation tent next to the main stage for your staff to distribute giveaways and meet with attendees

Premier placement of your logo on the band page of the event site with link

Opportunity to introduce the DJ emcee for the event and share welcome remarks

Logo recognition on the event map online showing tent placement

50 Free Drink tickets to give-away as prizes, or for staff/family/friends

Donation Letter

# Main Stage Band Sponsorship

\$2,500

Your logo next to the band description on the band page of the event site with link

Opportunity to introduce your sponsored band on stage

10 Free Drink tickets to give-away as prizes, or for staff/family/friends

Donation Letter

## MAIN STAGE BANDS AVAILABLE

Andrew Savoia & Fordson Labs

Turtle Recall

JunkFood

Popstar Drive

Aztec Sun

Bobby McKeys Dueling Pianos







# Welburn Square Band Sponsorship

\$500

Sponsorship includes the opportunity to introduce the band you sponsor

Your logo next to the band description on the band page of the event site with link

Logo recognition on the performance signage

Donation Letter

## MAIN STAGE BANDS AVAILABLE

Lucia Valentine  
Avant Bard Music & Theatre Co.

**MORE BANDS TO BE ANNOUNCED**



# Ballston Bartender Relief Donation

\$250

Your logo on the Ballston Bartender Relief Fund page of the event site with link

Recognition by the emcee on the main stage for your sponsorship

Donation Letter







# Drink Ticket Sponsorship

\$2,500

Drink tickets to include your company logo and message (consider a promotional offer)

10 free drink tickets to give to your customers, staff, or family/friends

Donation Letter



# ABC Drink Wristbands 21+

\$2,500

Wristbands to include your company and message (consider a promotional offer)

10 free drink tickets to give to your customers, staff, or family/friends

Donation Letter







# Company Activation Space

\$5,000

30'x30' space in the footprint of the festival on Wilson Boulevard to display cars, mobile marketing units, or set up a company tent to engage with thousands of attendees

Your logo on the event site with link

20 free drink tickets to give to your customers, staff, or family/friends

Donation Letter



# Company Activation Space

\$3,000

20'x20' space in the footprint of the festival on Wilson Boulevard to display cars, mobile marketing units, or set up a company tent to engage with thousands of attendees

Your logo on the event site with link

15 free drink tickets to give to your customers, staff, or family/friends

Donation Letter







# Street Pub Drink Coasters

\$2,000

Company logo and message on 2,000 beer coasters in Street Pub

10 free drink tickets to give to your customers, staff, or family/friends

Donation Letter

# Street Pub Wine/Cocktail Cups

\$2,000

Company logo and message on 2,000 cups in Street Pub

10 free drink tickets to give to your customers, staff, or family/friends

Donation Letter







# Bands & Brews on the Boulevard Volunteer T-Shirt

\$250

A custom designed commemorative T-shirt will include your company logo.

Event staff and volunteers helping with the event will be wearing these shirts all day.

Your logo on the event site with link

15 free drink tickets to give to your customers, staff, or family/friends

Donation Letter

# Media Exposure

As a participating sponsor you will benefit from extensive media exposure and promotional campaigns in advance of the event. Examples of past ads and earned publicity includes:





# 2020 Demographics

The Ballston community – as well as our neighbors and visitors – is extremely diverse, active, and engaged. Here is what we know from previous years:



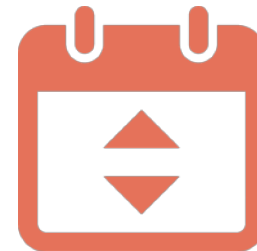
**15,378**  
POPULATION



**2,094**  
FAMILIES



**8,605**  
HOUSEHOLDS



**33.7**  
AVG AGE



**1.78**  
AVG HOUSEHOLD SIZE



**\$116,985**  
AVG HOUSEHOLD INCOME

An aerial photograph of the Ballston neighborhood in Arlington, Virginia, showing a dense cluster of multi-story brick and concrete apartment buildings. The image is slightly faded to serve as a background for the text.

# **We'd love to have your support and help you connect with our community.**

Please contact Catherine Roper, Chief Marketing Officer of  
the Ballston Business Improvement District.

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