

# Smooth Summer Nights

with **WALLE LARSSON**



**Smooth Summer Nights with host/saxophonist Walle Larsson**

Performances will be held every Thursday from 7:00–9:00 PM under the canopy at The Forks beginning July 6<sup>th</sup>. Guest appearances from local and international performers will be featured.

## Exposure Opportunity:

It's a Big Summer at The Forks which will host a variety of events including the Canada 150 Celebrations and the Canada Summer Games. Typical summer Thursday evening outdoor crowds at The Forks exceed 4,000 .

Larsson is a recording artist with two top twenty Billboard hits and five solo CD recordings to his credit. His smooth jazz series has a dedicated fan base in the thousands. Demographics are all ages, but primarily upper income, active men and women aged 45–65. The media that traditionally covers Walle is: *Dig Magazine, Free Press Feature, Winnipeg Men's Magazine, The Metro, The Jewish Post, Travel Manitoba, CBC, CJOB, CTV Morning Show* and *Global News Morning Show*. The series also has a dedicated Facebook and email list.

## Nine-week concert series at The Forks Thursday nights in July and August

SPONSOR BENEFITS	Platinum	Gold	Silver	Bronze
Product placement during event at the Forks.	★			
VIP Reserved seating area – 10 chairs	★			
VIP Reception Night – with Walle and band	★			
Sponsor name will be part of the official event name	★			
Top name and logo placement on all printed materials related to event	★			
Complimentary jazz event at your company	★	★		
Company Promo Night – Highlight materials at event table	★	★		
Prominent name and logo placement on all printed materials related to event	★	★	★	
Company feature night: Intro the band and highlight your brand	★	★	★	★
Walle Larsson CD gift set	★	★	★	★
Verbal recognition at event	★	★	★	★
Social Media Promotion	★	★	★	★
Logo placement on event banners	★	★	★	★
Sponsor name recognition in all press releases	★	★	★	★
Name recognition on event webpage	★	★	★	★
Media recognition and acknowledgement on TV and radio interviews	★	★	★	★
SPONSOR LEVEL	Platinum	Gold	Silver	Bronze
Price [Availability]	\$20,000 [1]	\$10,000 [2]	\$5,000 [2]	\$2,500 [4]

PLATINUM



GOLD

SILVER

BRONZE

Sample Event Banner

4'x10'

[www.wallelarsson.com](http://www.wallelarsson.com)