

DANCE AFTER DARK

PARK CITY'S NEWEST WINTER SERIES
FEATURING INTERNATIONALLY RENOWNED
DJS AND ARTISTS

**2022-23 WINTER
SEASON**

**REIGNITING PARK CITY'S NIGHTLIFE
AND MUSIC SCENE**

SPONSORSHIP OPPORTUNITIES



INTRODUCTION: PARK CITY'S FIRST WINTER CONCERT SERIES SINCE 2020

Few things beat a day on the slopes, Après, and a nice dinner in a world class mountain town. The only thing that could make a day like this even better is seeing one of your favorite artists in an intimate setting just steps from your hotel or Airbnb.

This is a sponsorship opportunity for Park City's first winter concert series "Dance After Dark" since the 2020 pandemic, taking place during the upcoming 2022-23 season.

Dance After Dark will consist of 10 concerts at Downstairs PC, an intimate 250 capacity venue in the center of Park City's historic Main Street.

This will be the first season this series takes place with plans to expand across additional venues and activations next season.

We intend to make this series a huge success and are pleased to invite you to be one of the sponsors for the first annual Dance After Dark winter series.



ABOUT US

WE ARE REACH

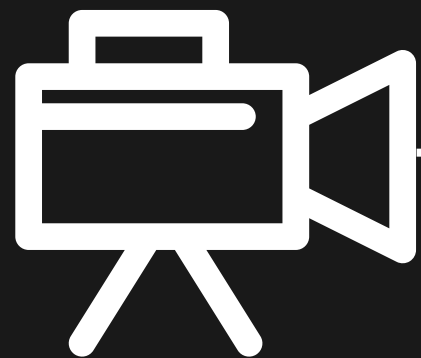
Reach Entertainment is on mission to accelerate the growth and diversification of Utah's music scene through producing first-rate live events, showcasing local, emerging, and established acts while creating unforgettable experiences for fans and a new favorite hub for touring artists.

Our team has a combined 23 years of experience producing events, with backgrounds in production design, talent buying, tour managing, event promotion, and creative marketing. Our successful fundraising efforts have positioned us to produce the highest quality events while making continual investments to execute on our long-term growth strategy. We are excited for the journey ahead!

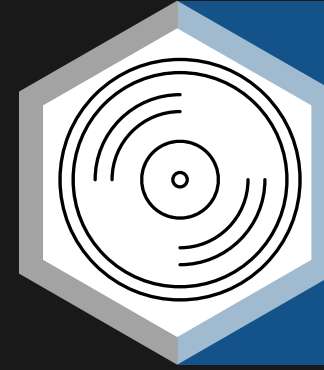


DANCE AFTER DARK PROGRAMMING

+ 4 MORE DATES TO COME

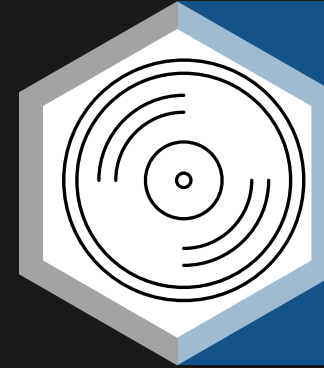


*Sundance
Film Festival*



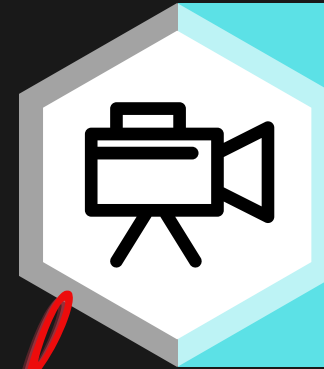
DECEMBER 9, 2022

ARTIST TBA



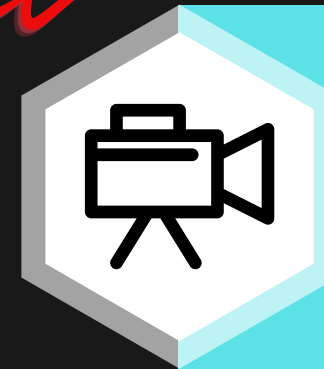
JANUARY 6, 2023

ARTIST TBA



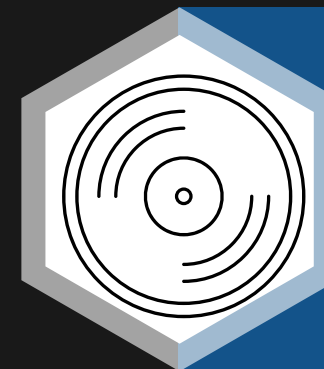
JANUARY 26, 2023

ARTIST TBA



JANUARY 27, 2023

ARTIST TBA



FEBRUARY 10, 2023

ARTIST TBA

AUDIENCE PROFILE

The Dance After Dark series is expected to be attended by a diverse variety of people, ages 21+.

This includes local residents who love to ski/snowboard, concert goers from Salt Lake City Metro area, winter vacationers who love action sports and live music, seasonal residents looking to entertain their guests, VIP / celebrity clientele during Sundance Film Festival and other peak holiday weekends, and non action sport lovers who are looking for exciting live events to attend.

TARGET ARTISTS

HOT SINCE 82

JUNGLE

SHIBA SAN

KYLE WALKER

DOM DOLLA

VNSSA

DOMBRESKY

Ben Böhmer

THE VENUE

DOWNSTAIRS PC

VENUES

AT A GLANCE

Downstairs brings something refreshingly new to Park City's historic Main Street with a contemporary and comfortable atmosphere that offers a wide array of events to suit all different social tastes. An immersive environment that elegantly walks the line of being a lounge, bar and performance space. On a weekly basis, the room will host up and coming national musicians, bands, Dj's and celebrity acts for rare, intimate performances.

Capacity: 265

625 MAIN ST
PARK CITY, UT 84060



WHY SHOULD YOU SPONSOR?

- Sponsoring the Dance After Dark series will drive substantial exposure to your company brand, products and, services.
- With over 225K+ email subscriber database and 288K followers across our co-promotion channels including Facebook, Instagram & Twitter averaging 5.1mm monthly organic impressions, your brand will not only be reaching event attendees, but a diverse demographic of concert goers from all over the world and Park City's 2.6 million average winter visitors (Especially during peak events such as Sundance Film Festival).
- We will work with you to understand your specific desired outcomes from a sponsorship and ensure we make it a success.
- Sponsoring the Dance After Dark series or individual events allows us to bring in the high-demand talent that attracts crowds, while providing sponsors with valuable promotional and on-site exposure to the most influential demographic locally and to the 2.6 million annual tourists.
- It forever associates your name with the Reach Entertainment Group brand, the Dance After Dark series, and forever solidifies with our audience that you helped make it happen.

SPONSORSHIP OPPORTUNITIES (+ CUSTOM PACKAGES AVAILABLE)

Presenting Sponsor:

- Corporate logo on all digital and physical marketing assets
- Naming rights to the Dance After Dark Stage
- VIP table (next to stage) for 15 guests to all Dance After Dark events
- Social Media and email marketing to over half a million subscribers / followers
- Two Custom 9 x 4 feet banners presented at both VIP and GA entry points to the venue
- Exclusive sponsor from your industry
- + additional offerings based on your desired outcome from the sponsorship

Platinum Sponsor:

- Corporate logo on all digital and physical marketing assets
- VIP table for 10 guests to all Dance After Dark events
- Social Media and email marketing to over half a million subscribers / followers
- One Custom 9 x 4 feet banner presented inside the venue
- Exclusive sponsor from your industry
- + additional offerings based on your desired outcome from the sponsorship

Gold Sponsor:

- Corporate logo on all digital and physical marketing assets
- VIP table for 8 guests to all Dance After Dark events
- 5 General Admission tickets to all Dance After Dark events
- Social Media and email marketing to over half a million subscribers / followers
- Exclusive sponsor from your industry
- + additional offerings based on your desired outcome from the sponsorship

IF YOU ARE INTERESTED IN PARTNERING WITH US, PLEASE CONTACT ONE OF OUR TEAM MEMBERS

CONTACTS:



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REACH ENTERTAINMENT GROUP

FOUNDER & MANAGING PARTNER

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CO-FOUNDER

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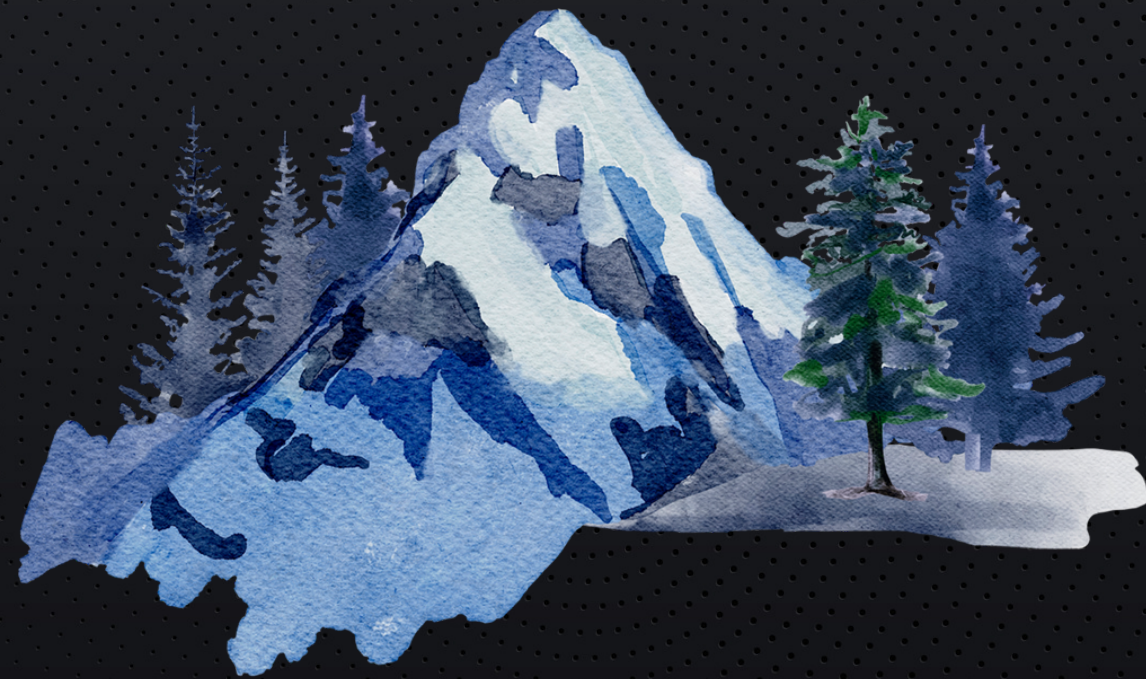
LEVI WILCOX

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PARTNER & DIRECTOR OF PRODUCTION

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DJS AND ARTISTS

downstairs

REACH
ENTERTAINMENT GROUP