

# NW Arkansas Sponsorship Opportunities



## STAGES.LIVE

Bringing Community, Musicians &  
Venues Together



Download on the  
**App Store**



GET IT ON  
**Google Play**





**Music is the universal language.**  
It's a saying we all know because it's true.

No matter your background.  
No matter your beliefs.  
No matter your age.  
No matter your politics.

There are millions of  
people much different  
from you that share your  
taste in music.

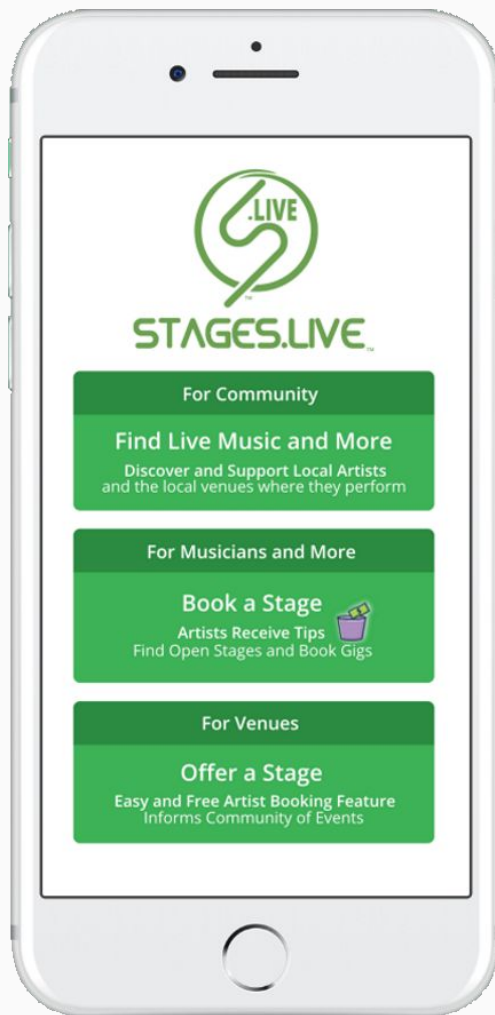
**Music Unites Us.    Music Heals Us.**

**Music Builds Community.**





**A Free App for  
All to Use  
Made Possible  
by Our  
Sponsors**



**Stages.Live grows vibrant  
local live music scenes**

**Live music around town  
all times of day, every day**

**It expands stage hours, creating  
gig opportunities for artists and  
aspiring young artists**

**Local Musician Radio Player  
streams local musicians'  
original and cover music videos,  
keeps people on the app daily**

**Patent Pending Methods**



# Brand Sponsors Get Exposure All Around NWA

## THREE TYPES OF COMMUNITY EXPOSURE

### NW Arkansas April 5-11 Stages.Live Big Launch Festival

A Community Event Taking Place at Venues All Over NWA

### Stages.Live App All Day, Every Day

Both Image Ads and Local Musician Radio Video Ads

### Year-Round Signage at Stages.Live Venues

Table-Top Tents  
Stage and Tip Bucket Signs  
Window Decals for Venues  
Community Stages.Live T-Shirts



# NWA Launch Event Festival Shirts







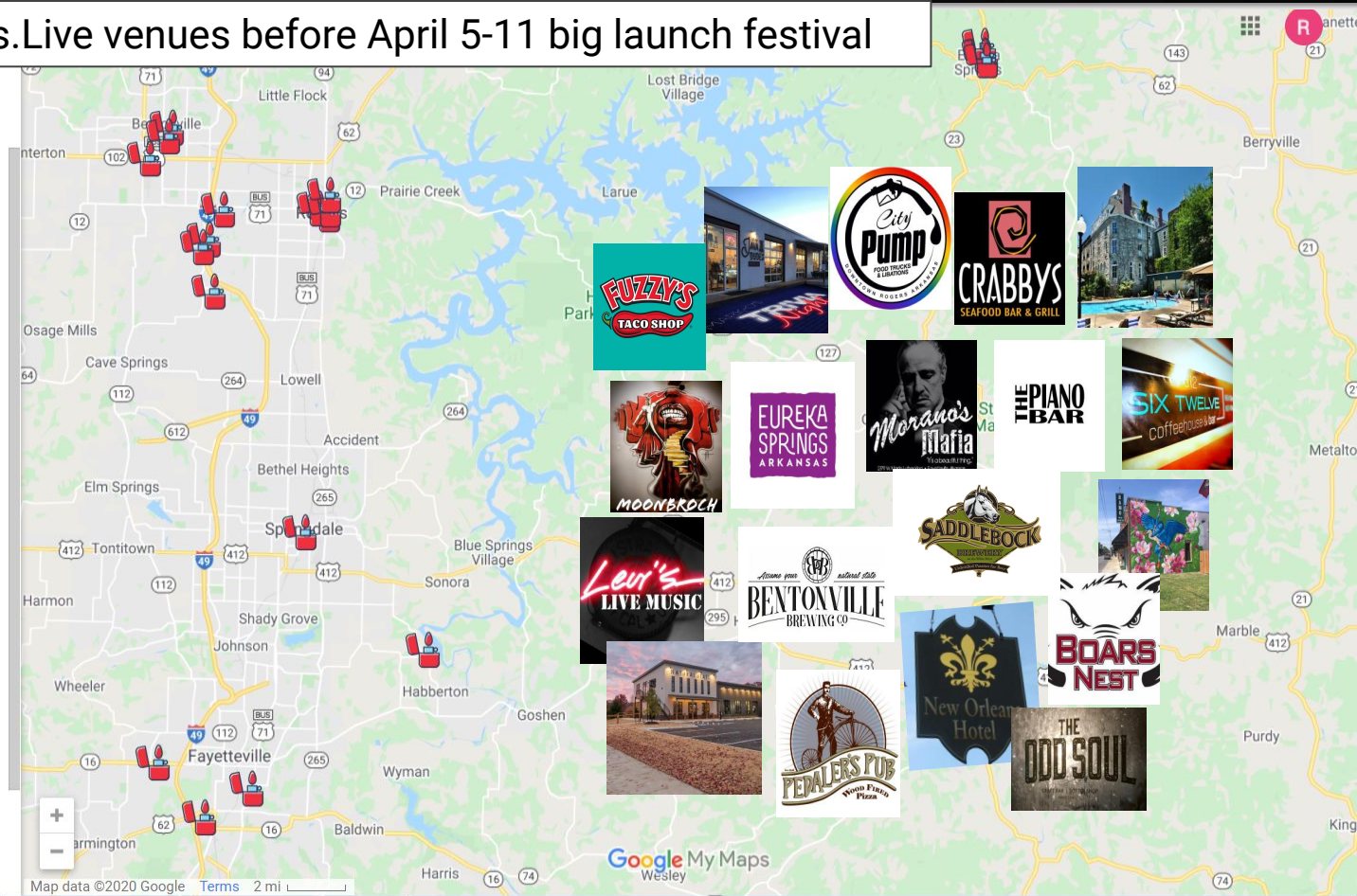
# Ushering in a Post-Pandemic Revival of Live Music in NWA

On the way to 60+ Stages.Live venues before April 5-11 big launch festival



## Stages.Live Venues

- Ramo d'Olive
- Pedaler's Pub
- Boar's Nest
- Levi's Gastrolounge & Bar
- City Pump, Food Trucks & Libations
- Moonbroch Pub
- Crabbys Seafood Bar & Grill
- Fuzzy's Taco Shop
- Natural State Beer Company
- Crescent Hotel and Spa
- New Orleans Hotel
- Bentonville Brewing Company
- Six Twelve Coffeehouse & Bar
- Saddleback Brewery
- The Odd Soul
- Java Dudes Coffee Company
- Morano's
- The Piano Bar
- MoJo's Records
- Eureka Springs Coffee House





It's Like Yelp  
But for Local  
Things to Do

Utilizing Google Ads  
Tools for Mobile Apps

Custom Sponsor Defined  
Stages.Live Promotions

% of Impressions

or CPI

or CPC

Google Campaign Analytics

Community Portal

Menu RICK BRAY Search

20 MILES ALL TYPES ALL GENRES

All Musicians and More

My Location

Next 7 days

Featured

Sponsor Promotions  
1/2 Size or Full Size

Next 7 Days DISTANCE

Thu, 10/15 5:00 PM - 8:00 PM FREE

Dirty Flannel Shirt  
90's Covers Covers, Pop, Rock, R&B

Save Event

The Pedaler's Pub  
Restaurants, Bars and Pubs 5.67mi

Thu, 10/15 5:30 PM - 8:00 PM FREE

Bray Brothers Band  
The Band Tribute

Saved Event

Bentonville Brewing Company  
Restaurants, Bars and Pubs, Outdoor Seating 5.92mi

Fri, 10/16 5:00 PM - 8:00 PM FREE

The Do Rights  
Musician/Band Country, Folk

Artist Portal

Menu BRAY BROTHERS BAND Search

20 MILES ALL HOURS

All Available Stages

My Location

This Week

Featured

Sponsor Promotions  
1/2 Size or Full Size

My Booked & Pending Stages (0)

Available Stages

Thu, 10/15 11:00 AM - 5:00 PM

Bentonville Brewing Compa

Book Stage Stage

Thu, 10/15 4:00 PM - 5:45 PM

Six Twelve Coffeehouse Ba

Book Stage Stage

Thu, 10/15 5:00 PM - 8:00 PM

Bentonville Brewing Compa

Book Stage Stage

Thu, 10/15 5:45 PM - 8:00 PM

The Pedaler's Pub

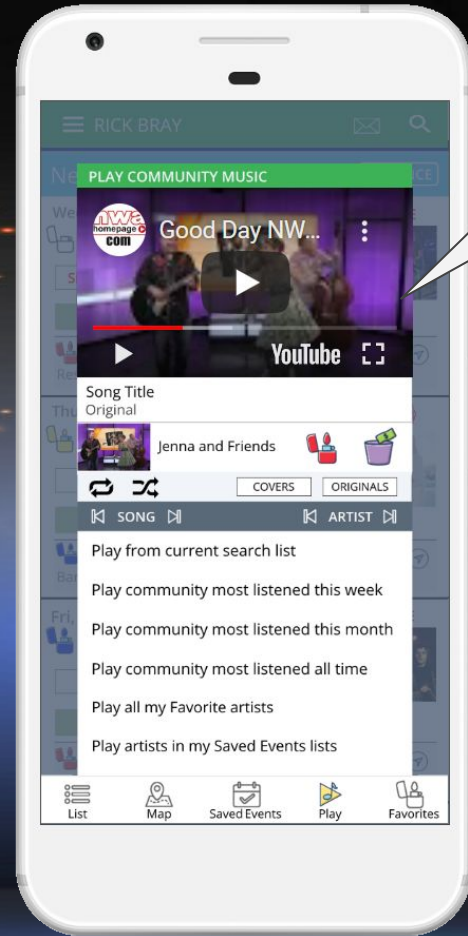
Book Stage Stage

List Map Profile Report Favorites



# Video Promotions

Targeted 5 & 10-sec video promos are inserted before and between videos at a non-annoying interval



*Custom Sponsor Video Messages Are Inserted*

Local Musician Radio Player







# What We Do for Sponsors

Stages.Live is free for all to use. Made possible by our sponsors!

## Community Sponsorships

**Stages.Live Community Ambassadors** support local venues, artists, high schools, UofA, NWCC, music stores, chambers of commerce, cities, local radio and TV.

**Community Brand Sponsors** are promoted at the April 5-11 Big Launch Festival, and in NWA and Eureka Springs year-round on the App, and on signage in venues, music stores & schools.

**App Sponsors** may choose image or video promotions on the App with links and/or coupons.

## Stage.Live App Promotions

**Stages.Live Builds and Strengthens** the relationship between community, local artists, and the venues where they play.

**Our Features Keep People on the App, Every Day.**

**Our Local Musician Radio Player** lets people get to know local artists by streaming their original and cover music videos.

**The Community Supports Local Artists and the Venues Where They Play** by following local live events, and tipping artists through the app.

## Support Local Musicians and the Venues Where They Play

### Your Community's Launch Festival

MSA	Scheduled
NW Arkansas Eureka Springs	April 5-11
Tulsa	May
Nashville	May / June
Traverse City	June / July
Houston	July
Charleston	August
Austin	September
Los Angeles	October

SPONSOR NAME    Start Date: \_\_\_\_\_

\_\_\_\_\_

Signature

\_\_\_\_\_

Accepted by Stages.Live, LLC



## NWA & Eureka Springs Brand Sponsorship Opportunities

### Sponsor Your Community's Big Launch Festival, Plus Continued Exposure on the App

#### Big Event Launch Festival & 60+ Venues Year-Round:

Only 3 brand sponsorships available

Price: \$5,000  
Soft Launch +  
Big Launch Festival +  
App through 08/31/21

All material with sponsor's brand to be approved by sponsor in advance

Promotions ramp up to the April 5-11 big launch festival with an incremental testing and soft launch period starting with venue locations and their customers in December, and growing to all 60+ venues with more than 100 musicians by the end of February.

At 60+ NW Arkansas & Eureka Springs Stages.Live Venues on table-top pieces, window decals and stage signage; plus, UofA, NWACC, schools and music stores

Invited guest and mentions with local radio, TV & print coverage

Featured Sponsor Logo on community's Stages.Live T-Shirts

#### Both App Image Promotions and Video Promotions:

From Soft Launch through Big Launch Festival, and continuing through August 31, 2021

5%+ of Total Community Impressions with links and/or coupons

Full Image Ad Size, may use targeted daily Facebook posts

5%+ of Video Promos on Local Musician Radio Player, 5-sec & 10-sec

## Support Local Musicians and the Venues Where They Play

Your Community's Launch Festival

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Charleston	August
Austin	September
Los Angeles	October

SPONSOR NAME    Start Date: \_\_\_\_\_

Signature \_\_\_\_\_

Accepted by Stages.Live, LLC \_\_\_\_\_



# NWA & Eureka Springs Sponsorship Price Sheet

## Community App Sponsorship Pricing

Featured promotions on the App throughout each day

Impressions delivered within a specified radius from Sponsor's location

Upon click, a unique for that phone coupon is stored for sponsor verification

Sponsor may update the promotion message and coupon regularly

Campaign reports & analytics

## Stages.Live App Options for Community Sponsorships with Preferred Inventory Placement

Budget Level	Starter	6 mos.	12 mos.	24 mos.
50 Coupon Downloads	<del>\$100</del> <b>\$80</b>	\$95/mo	\$90/mo	\$85/mo
150 Coupon Downloads	<del>\$300</del> <b>\$200</b>	\$285/mo	\$270/mo	\$255/mo
250 Coupon Downloads	<del>\$475</del> <b>\$320</b>	\$450/mo	\$425/mo	\$400/mo
500 Coupon Downloads	<del>\$900</del> <b>\$600</b>	\$850/mo	\$800/mo	\$750/mo
Bonus w/ 500 Coupons video spots included	w/ 500 Clicks	w/ 500 Clicks	w/ 500 Clicks	w/ 500 Clicks

Rick Bray  
Co-Founder  
Rogers, Arkansas

**rickbray@stages.live**  
**cell: 479.966.9667**



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