



Lake Orion **LIVE!**

# SUMMER NIGHTS. DOWNTOWN VIBES.

*Unforgettable Music. A Stronger Community.*

2026 SPONSORSHIP GUIDE



PRESENTED BY THE  
LAKE ORION DOWNTOWN  
DEVELOPMENT AUTHORITY

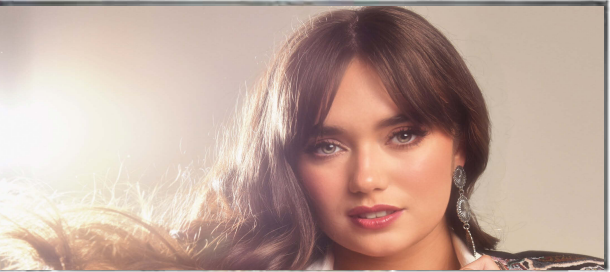
DOWNTOWN  
LAKE ORION





# Lake Orion LIVE!

## 2026 FEATURED ARTIST LINEUP

|         |                                                                                     |                                             |
|---------|-------------------------------------------------------------------------------------|---------------------------------------------|
| JULY 8  |    | <b>COUSIN CURTISS</b><br>ROOTS ROCK / BLUES |
| JULY 15 |   | <b>NATHAN GRAHAM</b><br>AMERICANA / BLUES   |
| JULY 22 |  | <b>THE WILDWOODS</b><br>INDIE FOLK          |
| JULY 29 |  | <b>ON THE LASH</b><br>IRISH TRADITIONAL     |
| AUG. 5  |  | <b>PHILIP BOWEN</b><br>AMERICANA / FOLK     |
| AUG. 12 |  | <b>THE GARRETT BOYS</b><br>BLUEGRASS / FOLK |
| AUG. 19 |  | <b>BELLES</b><br>COUNTRY                    |
| AUG. 26 |  | <b>COLLEEN ORENDER</b><br>BLUES / JAZZ      |

A SUMMER TRADITION.  
*An Unforgettable Experience.*

When the sun sets over downtown and the music starts to play, our community comes together. Lake Orion LIVE! brings incredible talent to the heart of town for eight weeks of connection, culture, and community.

MORE THAN A CONCERT SERIES.  
*It's a Cultural Experience.*



**LIVE MUSIC IN A BEAUTIFUL SETTING**  
The historic gazebo in Children's Park creates the perfect backdrop for unforgettable summer nights.



**DOWNTOWN VIBES**  
Enjoy local shops, restaurants, and cafes before the show and make a night of it in the heart of Lake Orion.



**A GATHERING PLACE**  
Friends, families, neighbors—this is where our community comes together all summer long.



**DIVERSE. AUTHENTIC. CURATED.**  
From roots rock to bluegrass, indie folk to country, our lineup is hand-selected to deliver something for everyone.



**SUPPORTING LOCAL & REGIONAL TALENT**  
Each week, talented local and regional artists open the show—giving them the stage and exposure they deserve.



**FREE & ACCESSIBLE FOR ALL**  
Our concerts are free to attend and open to everyone. All you need is a lawn chair and a love for live music.

## Experience Downtown Lake Orion



**SHOP**  
Unique boutiques and local stores line the streets.



**DINE**  
Enjoy a variety of restaurants, cafés & treats.



**STAY**  
Make it a night out with gathering spots & patios.



**EXPLORE**  
Walkable, scenic and full of small town charm.



*One Community.* ONE SOUNDTRACK TO SUMMER.



ONE COMMUNITY. ONE SERIES. ENDLESS EXPERIENCES.





SUMMER NIGHTS. DOWNTOWN VIBES. STRONGER TOGETHER.

# SEASON SPONSOR

**\$10,000**

**EXCLUSIVE OPPORTUNITY  
1 AVAILABLE**

As the Season Sponsor, your organization will receive premium visibility across the entire 2026 Lake Orion LIVE! Summer Concert Series, connecting your brand with thousands of residents and visitors all summer long.

## PREMIER BENEFITS



### NAMING RIGHTS

"2026 Lake Orion LIVE! Summer Concert Series Presented By [Your Organization]"



### PREMIUM BRANDING

Largest logo placement on all promotional materials, signage, stage banner & digital platforms



### RECOGNITION AT EVERY SHOW

On-stage recognition, speaking opportunity at opening night & acknowledgment at all concerts



### VIP EXPERIENCE

VIP seating/table for your guests at every concert



### ON-SITE ACTIVATION

Opportunity for booth, product displays, demonstrations & audience engagement



### MARKETING & MEDIA

Inclusion in all press releases, advertising, social media, website & email campaigns



### DIGITAL & PRINT PRESENCE

Website homepage recognition with logo & link, inclusion in posters, flyers, programs & more

## EXCLUSIVE 2027 BENEFIT

### BE THE FIRST PRESENTING SPONSOR *of the Next Chapter in Lake Orion!*

As the sole Season Sponsor in 2026, you will have the exclusive first right of refusal to be the **Presenting Sponsor** of the Lake Orion LIVE! Summer Concert Series when the series moves to The Lumber Yard at Paint Creek in 2027.



ONE COMMUNITY. ONE SERIES. ENDLESS EXPERIENCES.





SUMMER NIGHTS. DOWNTOWN VIBES. STRONGER TOGETHER.

# GAZEBO STAGE SPONSOR

**\$2,500** | EXCLUSIVE OPPORTUNITY  
2 AVAILABLE

As the Gazebo Stage Sponsor, your organization will receive prominent recognition as the sponsor of the iconic gazebo stage—the heart of the Lake Orion LIVE! Summer Concert Series where community comes together all summer long.



★  
THE STAGE  
FOR UNFORGETTABLE  
SUMMER NIGHTS IN  
DOWNTOWN  
LAKE ORION!

## PREMIER BENEFITS



### PROMINENT RECOGNITION

Your logo displayed on the gazebo stage banner at every concert



### SERIES-WIDE VISIBILITY

Logo on all promotional materials, signage, digital platforms & the concert series website



### ON-STAGE RECOGNITION

Acknowledgment from the emcee at every concert



### VIP EXPERIENCE

VIP seating/table for your guests at every concert



### ON-SITE ACTIVATION

Opportunity for booth, product displays, demonstrations & audience engagement



### MARKETING & MEDIA

Inclusion in press releases, advertising, social media, website & email campaigns



### DIGITAL & PRINT PRESENCE

Website homepage recognition with logo & link, inclusion in posters, flyers, programs & more

“

Be part of the stage  
where memories are made  
and the community shines.

”

ONE COMMUNITY. ONE SERIES. ENDLESS EXPERIENCES.





SUMMER NIGHTS. DOWNTOWN VIBES. STRONGER TOGETHER.

# ARTIST SHOWCASE

## SPONSORSHIP

2026 LINEUP

BE PART OF  
*An Unforgettable Lineup.*

Showcase your brand alongside incredible talent and connect with thousands of residents and visitors all summer long!

**\$1,000** | PER CONCERT SPONSORSHIP



### NIGHT OF SHOW RECOGNITION

"Tonight's Concert Presented By [Your Organization]" announced from the stage



### PROMINENT BRANDING

Your logo featured on all promotional materials, digital platforms & event signage for that show



### SOCIAL MEDIA SPOTLIGHT

Dedicated social media post highlighting your sponsorship leading up to the show



### ON-SITE OPPORTUNITY

Space for booth, product display, or interactive experience at the sponsored concert



### VIP ACCESS

VIP seating for your guests at the sponsored concert



### COMMUNITY CONNECTION

Show your support for live music, local talent & an engaged community



### DIGITAL & PRINT PRESENCE

Inclusion in event website, posters, flyers, programs & email campaigns

**JULY 8**



**COUSIN CURTISS**  
ROOTS ROCK / BLUES

**JULY 15**



**NATHAN GRAHAM**  
AMERICANA / BLUES

**JULY 22**



**THE WILDWOODS**  
INDIE FOLK

**JULY 29**



**ON THE LASH**  
IRISH TRADITIONAL

**AUG. 5**



**PHILIP BOWEN**  
AMERICANA / FOLK

**AUG. 12**



**THE GARRETT BOYS**  
BLUEGRASS / FOLK

**AUG. 19**



**BELLES**  
COUNTRY

**AUG. 26**



**COLLEEN ORENDER**  
BLUES / JAZZ

### THREE GREAT REASONS TO PARTNER WITH LAKE ORION LIVE!



#### A LOYAL & ENGAGED AUDIENCE

Our concerts bring together thousands of local residents and visitors who support community businesses and value great experiences.



#### MUSIC THAT BRINGS US TOGETHER

From roots rock to bluegrass, folk to country, our curated lineup offers something for everyone and creates memories that last all summer long.



#### YOUR BRAND. OUR COMMUNITY.

Align your business with a beloved summer tradition that celebrates live music, supports local talent and strengthens Downtown Lake Orion.



*Thank you*

FOR SUPPORTING LIVE MUSIC  
AND DOWNTOWN LAKE ORION!



ONE COMMUNITY. ONE SERIES. ENDLESS EXPERIENCES.





SUMMER NIGHTS. DOWNTOWN VIBES. STRONGER TOGETHER.

# GREEN ROOM Society



The Green Room Society is for those who believe in the power of live music and the importance of supporting local artists. Your contribution helps us provide opportunities for talented opening acts, create meaningful community connections, and keep free, high-quality concerts accessible to all.

**GREEN ROOM SOCIETY SUPPORTER**  
**\$250** | YOUR SUPPORT  
MAKES IT POSSIBLE

Every dollar goes directly toward supporting local and regional opening artists, sound production, artist hospitality, and the overall success of the Lake Orion LIVE! experience.

*Small Contribution. Big Impact.*



#### EMPOWERING LOCAL ARTISTS

Creating stages, building careers, and strengthening our music community.



#### KEEPING IT FREE

Ensuring live music in the park remains accessible to everyone.



#### BUILDING COMMUNITY

Bringing people together through music, connection and downtown pride.

**BE PART OF THE EXPERIENCE.**  
*Support What Moves Us.*

As a Green Room Society supporter, you'll help sustain the heartbeat of downtown Lake Orion's summer concerts—our local and regional talent.



#### SUPPORT LOCAL TALENT

Your contribution directly supports opening artists and emerging musicians in our community and region.



#### RECOGNITION

Your name listed on our website and in select concert programs as a Green Room Society supporter.



#### COMMUNITY PRIDE

Show your support for the arts and the vibrant music culture that makes Lake Orion special.



#### BEHIND THE SCENES ACCESS

Invitations to Green Room Society gatherings and special behind-the-scenes moments throughout the season.



#### THANK YOU PERKS

Green Room Society decal and early access to event updates and announcements.

**LIVE MUSIC. LOCAL ARTISTS. LASTING IMPACT.**

*Thank you for supporting the music that makes Lake Orion thrive.*





SUMMER NIGHTS. DOWNTOWN VIBES. STRONGER TOGETHER.

# CHOOSE YOUR SPONSORSHIP

Four sponsorship levels. One incredible series.  
Find the opportunity that’s right for you and help keep live music thriving in Lake Orion.

| BENEFITS                                                                      | SEASON SPONSOR<br>\$10,000                                     | GAZEBO STAGE SPONSOR<br>\$5,000 | ARTIST SHOWCASE SPONSOR<br>\$1,000 PER CONCERT | GREEN ROOM SOCIETY<br>\$250 SUPPORTER |
|-------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------|------------------------------------------------|---------------------------------------|
| “Lake Orion LIVE!” Presented By [Your Organization] (Season-Long Recognition) | ✓                                                              | —                               | —                                              | —                                     |
| Logo on All Promotional Materials (Print, Digital, Posters, Flyers)           | ✓                                                              | ✓                               | ✓                                              | ✓                                     |
| Recognition in Press Releases & Media Mentions                                | ✓                                                              | ✓                               | ✓                                              | ✓                                     |
| Website Recognition with Logo & Link                                          | ✓                                                              | ✓                               | ✓                                              | ✓                                     |
| Social Media Recognition                                                      | ✓                                                              | ✓                               | ✓                                              | ✓                                     |
| On-Site Signage at All Concerts                                               | ✓<br>PREMIER PLACEMENT                                         | ✓<br>PREMIER PLACEMENT          | ✓<br>AT SPONSORED CONCERT                      | ✓<br>SUPPORTER LISTING                |
| Verbal Recognition at All Concerts                                            | ✓<br>WEEKLY MENTIONS                                           | ✓<br>WEEKLY MENTIONS            | ✓<br>AT SPONSORED CONCERT                      | ✓<br>SEASON THANK YOU                 |
| Booth / Activation Opportunity                                                | ✓<br>SERIES-WIDE                                               | ✓<br>PRIME GAZEBO AREA          | ✓<br>AT SPONSORED CONCERT                      | —                                     |
| VIP Access & Hospitality                                                      | ✓<br>PREMIER SEATING                                           | ✓<br>VIP ACCESS                 | ✓<br>VIP ACCESS                                | —                                     |
| Tickets to Use / Give Away                                                    | 16 VIP TICKETS                                                 | 8 VIP TICKETS                   | 4 VIP TICKETS                                  | 2 VIP TICKETS                         |
| Exclusive Benefits                                                            | FIRST PRESENTING SPONSOR OF LUMBER YARD AT PAINT CREEK IN 2027 | —                               | —                                              | —                                     |
| Support Local & Emerging Artists                                              | ✓                                                              | ✓                               | ✓                                              | ✓                                     |

## WHY PARTNER WITH LAKE ORION LIVE?

**CONNECT**  
Reach thousands of residents and visitors all summer long.

**BE SEEN**  
Prominent brand exposure across multiple platforms.

**MAKE AN IMPACT**  
Support live music, local talent, and community culture.

**DRIVE LOCAL**  
Help bring people downtown and support local businesses.

**BUILD COMMUNITY**  
Be part of a tradition that makes Lake Orion a great place to live.



### LET’S BUILD SUMMER TOGETHER!

Secure your sponsorship today and be part of something that strengthens our community and celebrates live music.

### CONTACT

Matthew Gibb, Executive Director

✉ [gibb@downtownlakeorion.org](mailto:gibb@downtownlakeorion.org)

🌐 [www.downtownlakeorion.org](http://www.downtownlakeorion.org)



Thank you

FOR SUPPORTING LIVE MUSIC  
AND DOWNTOWN LAKE ORION!



ONE COMMUNITY. ONE SERIES. ENDLESS EXPERIENCES.