

4TH ANNUAL

LAFAYETTE MUSIC FEST

BOULDER COUNTY'S LARGEST
FALL MUSIC FESTIVAL



2025

SPONSORSHIP PACKAGES

THE FESTIVAL

Celebrating the power and diversity of music in Boulder County's artsiest town.



The Lafayette Music Fest, founded in 2022, is a grass-roots, independent music festival held along South Boulder Road on the first Saturday in October. We host dozens of diverse musicians on multiple stages for one great day of live music.

We pride ourselves on being one of the highest paying music festivals in the area with all of the musicians being paid the Colorado Musicians Union living wage.

This is a music festival started by music lovers and for music lovers.

FESTIVAL DETAILS

OCT 4, 2025 - 10 AM TO LATE!

ONE DAY - TONS OF MUSIC ON EIGHT STAGES!

- NISSI'S EVENT CENTER
- THE END LAFAYETTE
- TIER TWO LIVE @ COAL CREEK BOWLING (FREE STAGE!)
- THE ARTS HUB
- MUSE PERFORMANCE SPACE
- THE DISTRICT (FREE STAGES X3)

TARGET OF 2,000-3,000 ATTENDEES & PARTICIPANTS

- NEARLY 500,000 PEOPLE LIVE WITHIN A TEN MILE RADIUS OF LAFAYETTE
 - THESE LOCAL VENUES HAVE STRONG AUDIENCE REACH, FROM DENVER TO FORT COLLINS
 - TARGETED ADVERTISING IMPRESSIONS SET TO REACH AT LEAST 50% OF POPULATION
-



2024 IMPACT

2024



RECAP

2k ATTENDEES & PARTICIPANTS

150 MUSICIANS AND CREATIVE PROFESSIONALS GOT PAID GIGS



Of the 40 acts who performed

47%

included at least one female member

33%

included at least one Black, Indigenous, or person of color (BIPOC) member

88%



OF OUR BUDGET STAYED IN COLORADO

72%



OF OUR BUDGET WENT TO CREATIVES

4.82



POST FEST SURVEY RATING





THE ORGANIZERS



ROCK FOR THE PEOPLE envisions a world free of barriers and limits for musicians and their fans, regardless of age, income, gender, race, ethnicity, orientation, or ability.

ROCK FOR THE PEOPLE is partnering with community leaders and local organizations to shine a bright light on the musicians and fans who make up our local music community. We believe in Lafayette as an epicenter for musical diversity, creativity, and appreciation, and we want to see our local Lafayette music scene thrive on for decades to come.

ROCK FOR THE PEOPLE is a 501(C)(3) nonprofit organization based right here in Lafayette, CO. For more information about us and our mission, please visit www.rockforthepeople.org

SPONSORSHIP LEVELS

MAJOR SPONSORS

SUPPORTING PARTNER - \$5,000

- YOUR BRAND, LOGO AND TAGLINE DISPLAYED OR PROMOTED:
 - ON A LIMITED NUMBER OF PRINT AND ONLINE MARKETING MATERIALS
 - INCLUDED IN FOUR SOCIAL MEDIA POSTS
- YOUR LOGO PROUDLY DISPLAYED ON OR NEAR OUR STAGES
- OPPORTUNITY FOR SOCIAL MEDIA CROSS-POSTING RIGHTS FOR SPECIFIC ACTS
- YOUR LOGO DISPLAYED IN LMF EMAIL MARKETING CAMPAIGNS
- 50 PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS

STAGE PARTNER

- YOUR LOGO PROUDLY DISPLAYED AT ONE STAGE
- SOCIAL MEDIA CALL OUTS LEADING UP TO THE EVENT
- COMPANY INFORMATION CALL-OUTS IN BETWEEN BANDS AT THAT STAGE
- OPPORTUNITY FOR SOCIAL MEDIA CROSS-POSTING RIGHTS FOR SPECIFIC ACTS
- PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS (LISTED BELOW)

TICKETED VENUES

	NISSI'S	THE ARTS HUB	THE END	MUSE
VENUE CAPACITY	400	200	75	75
FEST PASSES	25	20	15	15
SPONSORSHIP COST	\$2,500	\$2,000	\$1,500	\$1,500

FREE COMMUNITY VENUES

	COAL CREEK BOWLING	THE DISTRICT
VENUE CAPACITY	300+	500+
FEST PASSES	10	10
SPONSORSHIP COST	\$1,000	\$1,000

SPONSORSHIP LEVELS

TICKET PARTNER - \$1,000

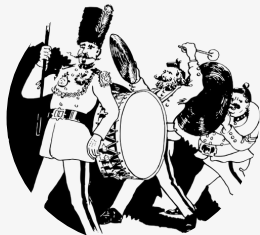
- YOUR LOGO ON TICKET WEBSITE AND ON PHYSICAL WRISTBANDS
- CAN BE COMBINED WITH THE SUPPORTING PARTNER LEVEL
- 10 PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS

LOCAL PARTNER - \$500



- YOUR LOGO DISPLAYED ON LMF WEBSITE AND POSTERS
- YOUR LOCATION DISPLAYED ON MAP OF SPONSORING BUSINESSES
- ONE SOCIAL MEDIA POST BY AT LEAST ONE VENUE OR PERFORMER
- YOUR LOGO DISPLAYED IN LMF EMAIL MARKETING CAMPAIGNS
- BOOTH SPACE IN COMMUNITY STAGE AREA (OPTIONAL)
- FOUR PASSES FOR THE FEST FOR YOUR EMPLOYEES AND/OR PARTNERS

PARADE - \$750



- NAMING RIGHTS FOR THE PARADE BETWEEN COAL CREEK BOWLING, THE DISTRICT, AND THE ARTS HUB
- YOU AND YOUR FRIENDS GET TO LEAD THE PARADE!
- OPPORTUNITY TO CARRY A BANNER FOR YOUR BUSINESS AT THE FRONT OF THE PARADE
- FOUR PASSES FOR THE FESTIVAL

GOT ANOTHER IDEA?

- IF YOU HAVE AN INNOVATIVE IDEA FOR SPONSORSHIPS OR CROSS-PROMOTION, REACH OUT AND LET US KNOW! WE LOVE CREATIVITY!



BUSINESS COLLABORATIONS

Lafayette is known as a creative hub for self-expression, and there's no greater evidence of this than the shops, restaurants, and businesses that blanket our town. Your support of the arts means so much to the talented individuals who live and work in our community.

We would love for your local business or organization to join in the fun of the Lafayette Music Festival as a sideshow partner. We have several ways for you to get involved, and drive even more business to your location.

COMMUNITY BOOTH SPACE - \$200

THE COMMUNITY STAGES AT THE DISTRICT ARE FREE FOR EVERYONE TO COME ENJOY LIVE MUSIC. WE HAVE MULTIPLE STAGES, FOOD TRUCKS, AND A BEVERAGE SERVICE TO ENSURE IT'S NOTHING BUT SMILES ALL AROUND.



- INCREASE EXPOSURE TO YOUR BRAND IN FRONT OF HUNDREDS OF MUSIC LOVERS!
- 10' X 10' AREA IN THE FESTIVAL AREA OF THE DISTRICT
- POWER AND WIFI AVAILABLE IF NEEDED
- TENT & FURNITURE NOT INCLUDED
- FREE FOR "LOCAL PARTNER" SPONSORSHIP LEVEL OR ABOVE

WRISTBAND PARTNER - FREE!



AS A COMMUNITY EVENT, WE WANT ALL BUSINESSES IN THE AREA TO BE INVOLVED! HELP US IN BRINGING LAFAYETTE INTO THE SPOTLIGHT BY OFFERING AN INCENTIVE FOR ATTENDEES TO VISIT YOUR SHOP OR RESTAURANT.

- JOIN IN BY MARKETING TO FESTIVAL ATTENDEES
- ADVERTISE AT LEAST A 10% DISCOUNT FOR WRISTBAND HOLDERS
- OPPORTUNITY TO BE FEATURED ON MAP OF BUSINESS SUPPORTERS



LAFAYETTE MUSIC FEST

WWW.LAFAYETTEMUSICFEST.COM



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