



# RED ROCKS

SUMMER CONCERT SERIES

IMPACT MEDIA FOR COLORADO



## SPONSORSHIP OPPORTUNITIES

**PBS12 is your neighbor.**

We champion diverse voices, celebrate community, and expand perspectives for all Coloradans.

**PBS12**

2900 Welton Street  
Denver, CO 80205

**PBS12.org**





# PBS 12

# IMPACT MEDIA FOR COLORADO

## OUR MISSION

To share the real, personal stories of the Colorado experience that celebrate our lifestyles and tackle the issues that define our state.

## OUR AUDIENCE

PBS12's viewers are primarily well-educated, highly engaged in their communities, and civic-minded. In fact, they're 26% more likely to vote in statewide elections and 124% more likely to support environmental causes.

## OUR IMPACT



**507,000**  
**broadcast views**  
per month



**50,000**  
**web page views**  
per month



**9,085**  
**members** of  
PBS12



**21,926**  
weekly **email** reach  
with an **18% open**  
**rate**



**1.2M**  
reach across all  
**social media**  
platforms



**100,000**  
weekly viewers with  
**\$100k+ household**  
**income**

**175,000**

college  
graduates watch  
every week



**3x more**

likely to buy a  
product or  
service from a  
PBS sponsor  
than a  
broadcast  
advertiser



**67%**

of PBS.org  
users agree  
their opinion of  
a company is  
higher when  
they learn it  
supports PBS



Featuring PBS programs you love and trust, along with locally focused original productions, PBS12 is your source for unbiased news, Colorado stories, and inspiring content.



Contact: Vanessa Clark

vclark@pbs12.org

303.513.0140



## About PBS12 Red Rocks Summer Concert Series

The PBS12 summer concert series brings to life the best of 60s & 70s rock, featuring Brit Floyd, Killer Queen, 1964, and Get The Led Out. This series allows you to get in front of a **multi-generational audience** as they experience tributes to some of the world's most iconic rock legends – in one of the world's most iconic venues. According to *Billboard Magazine*, **Red Rocks Amphitheatre is the most attended outdoor venue in the United States** and the fourth-ranked venue in the world!

Join PBS12 this summer to bring down the house to **reach up to 45,000 Coloradans** and beyond.



## 2024 Concert Schedule

### **Brit Floyd PULSE World Tour 2024**

Thursday June 6, 2024 | 8:00 p.m.

### **Killer Queen: A Tribute to Queen**

Tuesday, July 16, 2024 | 8:00 p.m.

### **"1964" The Tribute**

Thursday, August 22, 2024 | 8:00 p.m.

### **Get the Led Out:**

### **A Celebration of "The Mighty Zep"**

Thursday, September 19, 2024 | 7:30 p.m.

# PRESENTING SPONSOR

- EXCLUSIVE -

## Recognition

Includes:

- Recognized as official Presenting Sponsor of Series (e.g. PBS12 Red Rocks Concert Series presented by...)
- Logo included as Presenting Sponsor on all digital & print materials, advertising, and communication
- 30-second pre-recorded introduction shown at each concert; produced, filmed, and edited by PBS12
- Logo displayed in rotation on screen leading up to show and intermission (if applicable)
- 10' x 10' Promotional Booth (prominent placement)

## Underwriting

Creative Includes:

- Two (2) original :15 spots for sponsor; produced, filmed, and edited by PBS12

Schedule Includes:

- 13-week broadcast flight
- Twenty-six (26) spots per week; Total of 338 spots.
- Optional: One (1) additional spot provided by sponsor to run during flight time

## Experience

Includes:

- (8) Complimentary VIP/reserved tickets for each concert
- VIP reception & backstage tour of Red Rocks Amphitheatre for up to eight (8) guests

**Investment: \$50,000**

# SUPPORTING SPONSOR

**-Limited Availability-**

## Recognition

Includes:

- Recognized as an official Supporting Sponsor of Series
- Listed as Supporting Sponsor on all digital & print materials, advertising, and communication, with corresponding logo used when appropriate
- Logo displayed in rotation on screen leading up to show and intermission (if applicable)
- 10' x 10' Promotional Booth

## Underwriting

Creative Includes:

- One (1) original :15 spots for sponsor; produced, filmed and edited by PBS12

Schedule Includes:

- 13-Week broadcast flight
- Thirteen (13) spots per week; Total of 169 spots
- Optional: One (1) additional spot provided by sponsor to run during flight time

## Experience

Includes:

- (4) Complimentary VIP/reserved tickets for each concert
- VIP reception & backstage tour of Red Rocks Amphitheatre for up to four (4) guests

**Investment: \$25,000**

# PARTNER SPONSOR

**- Limited Availability -**

## Recognition

Includes:

- Recognized as an official Partner Sponsor of Series
- Listed as Partner Sponsor on all digital & print materials, advertising, and communication, with corresponding logo or text recognition used when appropriate
- Logo displayed in rotation on screen leading up to show and intermission (if applicable)
- 10' x 10' Promotional Booth

## Underwriting

Includes:

- Up to two (2) :15 spots provided by sponsor to run during flight time
- 13-Week broadcast flight
- Thirteen (13) spots per week; Total of 169 spots

## Experience

Includes:

- Two (2) Complimentary VIP/reserved tickets for each concert
- VIP reception & backstage tour of Red Rocks Amphitheatre for up to two (2) guests

**Investment: \$12,500**



# SHOW SPONSOR

**- Limited Availability -**

## Recognition

Includes:

- Recognized as an official Show Sponsor
- Listed as Show Sponsor on all digital & print materials, advertising, and communication
- Logo displayed in rotation on screen leading up to one (1) pre-selected show and intermission (if applicable)
- 10' x 10' Promotional Booth

## Underwriting

Includes:

- One (1) :15 spot provided by sponsor to run during flight time
- 13-Week broadcast flight
- Seven (7) spots per week; Total of 91 spots

## Experience

Includes:

- Two (2) Complimentary VIP/reserved tickets for one (1) concert
- VIP reception & backstage tour of Red Rocks Amphitheatre for up to two (2) guests for one (1) concert

**Investment: \$7,500**

# PBS12 RED ROCKS SUMMER CONCERTS



## **Brit Floyd PULSE World Tour 2024**

Celebrating the 30th Anniversary of Pink Floyd's album *The Division Bell*, this stunning three-hour musical, light and video journey reincarnates the Pink Floyd Live experience with acclaimed note-for-note perfection, impeccable harmonies, unique Floydian animations, props and staging.



## **Killer Queen: A Tribute to Queen**

Killer Queen will take you back to the '70s and '80s as they re-create the charismatic and uncannily accurate renditions of Queen. Authentic costumes, impeccable harmonies – and lead singer Patrick Myers resurrecting Freddie Mercury both physically and vocally – all come together in this incredible experience.



## **"1964" The Tribute**

Marking the 60th anniversary since the Beatles played Red Rocks on their first American tour in 1964, this concert recreates the early 60s live Beatles experience with period instruments, vintage costumes, hairstyles, onstage mannerisms, speaking voices, and unmistakable harmonies.



## **Get the Led Out: A Celebration of the "Mighty Zep"**

Revisit the '60s and '70s as Get the Led Out re-creates the legendary Led Zeppelin sound. Relive the passion and fury of the timeless rock anthems and intimate melodies that span the mythic career of rock 'n' roll royalty that is Led Zeppelin.

[pbs12.org/summerconcerts](https://pbs12.org/summerconcerts)