



iAM MUSIC 2026 Sponsorship Packet



Year-Long Sponsorship Opportunities for the 2026 Season Include:

- **iAM MUSIC Fest - 11th Annual
(April 30th - May 3rd)**
- **iINDIGO ROOM Concert Season**
- **All iAM MUSIC-Produced Community
Events**

Durango, Colorado

Estimated Annual Attendees: 5,000

**ALL PROCEEDS DIRECTLY SUPPORT
YOUTH MUSIC EDUCATION!**

www.iammusic.us

WE ARE IAM MUSIC.

A DURANGO-BASED MUSIC ORGANIZATION GROWING THE ARTS ECONOMY, PRODUCING UNFORGETTABLE LIVE EXPERIENCES, AND FUNDING YOUTH MUSIC EDUCATION.

THIS IS A YEAR-LONG PARTNERSHIP—NOT JUST A WEEKEND.

SPONSORSHIP CONNECTS & ALIGNS YOUR BRAND WITH:

- **IAM MUSIC FEST – DURANGO’S LARGEST HOMEGROWN MUSIC FESTIVAL**
- **INDIGO ROOM SEASON – PRODUCING 50 IAM MUSIC SHOWS EACH YEAR**
- **MONTHLY COMMUNITY PRODUCTIONS & YOUTH PROGRAMS**

INCLUDING:

- **IAM MUSIC FASHION SHOW (WOMEN IN BUSINESS)**
- **STUDENT SHOWCASES (PARENTS + GRANDPARENTS)**
- **MOTOWN AT MAHOGANY (HIGH-END CLIENTELE)**
- **WORKSHOPS, LESSONS, AND SPECIAL EVENTS**



WHY WE DO IT

FESTIVAL PROCEEDS AND YEAR-ROUND EVENTS DIRECTLY SUPPORT YOUTH MUSIC EDUCATION, COMMUNITY EMPOWERMENT, AND LONG-TERM CULTURAL GROWTH IN DURANGO.



FESTIVAL MARKETING REACH & VISIBILITY

RESULTS FROM 2025:

TOTAL IMPACT

- Reached 195,000+ people through targeted digital campaigns across Facebook and Instagram.
- Generated 800,000+ total views and impressions, amplifying sponsor visibility well beyond event attendees.
- Delivered 586,000 paid ad impressions with an efficient \$4.27 CPM, maximizing sponsor ROI.

ENGAGEMENT THAT CONVERTS

- Drove 33,000+ social engagements (likes, comments, shares), creating authentic interaction with festival content.
- Produced 9,500 link clicks translating awareness into action.
- Achieved strong organic performance, with up to 43% of Instagram views coming organically, reinforcing audience trust.

CONSISTENT, HIGH-VOLUME CONTENT

- Executed 4+ months of digital outreach leading up to the festival.
- Published 140+ social posts, 130+ stories, and 15+ reels, ensuring sustained visibility for sponsors.
- Created 75+ branded graphics and video assets in collaboration with artists and partners.

AUDIENCE & MARKET IMPACT

- Reached audiences across Durango and the broader Four Corners region, including Colorado, Arizona, New Mexico, and Utah.
- Built a highly targeted regional audience using advanced Meta ad tools to ensure sponsor relevance.
- Grew social followings significantly, including 700%+ Instagram follower growth during the campaign window.

PARTNERSHIPS & AMPLIFICATION

- Collaborated with 30+ artists and 25+ vendors/partners, extending sponsor reach through cross-promotion.
- Distributed press releases to 100+ media outlets, expanding exposure beyond social media.
- Coordinated a Durango travel campaign with 5+ partners, positioning the festival as a regional destination event.

"THEIR WORK INSIDE LOCAL SCHOOLS IS ESPECIALLY IMPORTANT. WITH LIMITED ACCESS TO ARTS PROGRAMS, MANY STUDENTS WOULD NEVER HAVE THE CHANCE TO EXPERIENCE LIVE MUSIC EDUCATION WITHOUT IAM MUSIC. THE LESSONS, MENTORSHIP, AND OUTREACH THEY PROVIDE MAKE A LASTING DIFFERENCE, NOT ONLY FOR STUDENTS BUT FOR FAMILIES AND TEACHERS AS WELL."

- PARENT & BOARD MEMBER JOHN DUGAS



iAM MUSIC FEST SNAPSHOT

4

2026: THE 11TH ANNUAL IAM MUSIC FEST

DURANGO'S LARGEST INDIE MUSIC FESTIVAL
AND A CORNERSTONE OF SOUTHWEST COLORADO CULTURE
APRIL 30TH - MAY 3RD

FESTIVAL HIGHLIGHTS

- 3-DAY WEEKEND
- 7 STAGES
- 30+ LIVE PERFORMANCES
- ART + FOOD VENDORS
- NETWORKING, YOUTH EMPOWERMENT, AND CELEBRATION OF LOCAL TALENT

ESTIMATED ATTENDANCE

- ~1,500 ATTENDEES OVER THE WEEKEND
- LOCALS + TOURISTS

WHAT SPONSORS MAKE POSSIBLE

- A HIGH-QUALITY MULTI-STAGE FESTIVAL EXPERIENCE
- GROWTH OF DURANGO'S ARTS ECONOMY
- CONTINUED INVESTMENT IN YOUTH MUSIC PROGRAMS

Where your brand shows up

Festival Visibility

- Main stage banners
- Side stage banners
- Entryway banners
- Wristbands + tickets
- Festival webpage
- MC shoutouts
- Festival LED screen sponsor spots (select tiers)



YEAR-ROUND iNDIGO ROOM & iAM MUSIC PRODUCTIONS

5

INDIGO ROOM CONCERT SEASON

- **iAM MUSIC produces approximately 50 shows per year at the iNDIGO ROOM and partner venues.**
- **Estimated annual attendance ~2,250 attendees/year (equal representation of Durango locals)**

Presenting partners are also visible at all iAM MUSIC-produced events, including:

- **Fashion Show (women in business audience) - 80 attendees**
- **Student Showcases (families, parents + grandparents) - 200 attendees**
- **Motown at Mahogany (premium/high-end audience) - 70 attendees**
- **Workshops + Community Events - 200+ attendees**

This gives sponsors continuous, diversified impressions all year long.

WHERE YOUR BRAND SHOWS UP YEAR-ROUND VISIBILITY

- **iNDIGO ROOM pre-show electronic screen**
- **iNDIGO ROOM show posters**
- **Student showcases / workshops / lesson posters (select tiers)**
- **Weekly newsletter footer**
- **iAM MUSIC website homepage placements**
- **Recognition at all iAM MUSIC productions**



Festival Brand Placements

6

Stage Banner Placements



Other Banner Placements

- 1.) ENTRY WAY FENCE
- 2.) FOOD & BEVERAGE

Wristband & Tent Placements



Festival Marketing Packages

7

 iam MUSIC FEST!



PLATINUM

- Custom Stage Banner
- Custom Entryway Stage Banner
- LED Screen Logo **NEW!**
- Website Logo Placement - Large
- Poster Logo Placement - Large
- Newsletter Logo Placement - Large
- Social Media monthly thank you
- MC thank you



GOLD

- LED Screen Logo **NEW!**
- Custom Stage Banner
- Website Logo Placement - Medium
- Poster Logo Placement - Medium
- Newsletter Logo Placement - Medium
- Social Media monthly thank you
- MC thank you



SILVER

- Custom Stage Banner
- Website Logo Placement - Medium
- Poster Logo placement - Medium
- Newsletter Logo Placement - Medium
- Social Media monthly thank you
- MC thank you



COPPER

- Website Logo Placement - Small
- Newsletter Logo Placement - Small
- Social Media monthly thank you
- MC thank you



PLATINUM

- Large Logo on iAM MUSIC Website
- Logo on Fashion Show and Fundraiser Posters
- Logo on iNDIGO ROOM pre-show digital screen
- Logo on event posters year-round ~160 posters/month includes:
 - iNDIGO ROOM shows
 - Student showcases
 - Workshops
 - Back-to-school/lesson campaigns
- ~160 posters/month
- Largest logo in weekly iAM MUSIC newsletter footer
- Monthly social media tags on Instagram and Facebook



GOLD

- Medium Logo iAM MUSIC website
- Logo on iNDIGO ROOM pre-show digital screen
- Logo on event posters year-round ~160 posters/month includes:
 - iNDIGO ROOM shows
 - Student Showcases
- Medium logo in weekly iAM MUSIC newsletter footer
- Monthly social media tags on Instagram and Facebook



SILVER

- Small Logo iAM MUSIC website
- Logo on iNDIGO ROOM pre-show digital screen
- Logo on event posters year-round ~160 posters/month includes:
 - iNDIGO ROOM shows
- Small logo in weekly iAM MUSIC newsletter footer
- Monthly social media tags on Instagram and Facebook



COPPER

- Small Logo iAM MUSIC website
- Logo on iNDIGO ROOM pre-show digital screen
- Small logo in weekly iAM MUSIC newsletter footer
- Monthly social media tags on Instagram and Facebook

Sponsorship Types

STADIUM HEADLINER

INVESTMENT - \$7,500 Limit (1)

Presenting Sponsor of iAM MUSIC + iNDIGO ROOM

- Main Stage Sponsor of iAM MUSIC Fest

FESTIVAL BENEFITS

- “iAM MUSIC Fest Presented By” your name
- Acknowledged as Main Stage Sponsor
- **Platinum Marketing Package**
- Main front and center stage banner

Other Benefits

- 8 all-access passes to all festival shows with **Reserved Seating**

YEAR-ROUND BENEFITS

- Presenting sponsor of all iAM MUSIC + iNDIGO ROOM productions (Non-partnership events)
- Recognized at all iAM MUSIC events (Fashion Show, Student showcases, Motown in Mahanay, Workshops, etc.)
- **Platinum Marketing Package**

OTHER BENEFITS

- 12 total or (2) Tickets to iNDIGO ROOM Show per month
- **Year-long visibility to 3,750+ annual attendees**

This is the most impactful sponsorship with the best benefits

“I had the privilege as a board member for a year, 2019-2020. During this time, I was able to see and experience a growing institute that helps young musicians develop and learn in our community.”

Former Board Member - Johnna Bronson

Sponsorship Types

ARENA ROCKER

INVESTMENT - \$5,000 limit (1)

YEAR-ROUND BRANDING PARTNER WITH MAJOR VISIBILITY

- (Not presenting sponsor / Not main stage sponsor)

FESTIVAL BENEFITS

- Rear center stage banner placement (main + side stages)
- Entryway banner presence
- **Platinum Marketing Package**
- 6 all-access **Weekend** passes to all festival shows, including late night admissions

Major brand
recongnition
year round

YEAR-ROUND BENEFITS

- **Platinum Marketing Package**

OTHER BENEFITS

- 12 total or (2) Tickets to iNDIGO ROOM Shows per month

Year-long visibility to 3,750+ annual attendees

“As a dedicated board member of iAM MUSIC, I can confidently say that our mission to connect youth, elevate and showcase career-minded musicians, and host events to stimulate the local creative economy has had a positive impact in our community.”

-Board Member Tara Kiene



Sponsorship Types

BIG BREAK

WRISTBAND & TICKET SPONSOR Limit (1) INVESTMENT - \$3,750

FESTIVAL BENEFITS

Flagship Wristband + Ticket Sponsor

- Logo on festival wristbands + tickets
- 4 **Friday & Saturday** weekend passes - includes late night
- Collective lower stage banner placement
- Gold Marketing Package

Over 5000
wristbands a year

YEAR-ROUND BENEFITS

- Gold Marketing Package
- (6) tickets per year to INDIGO ROOM

POP-UP BABY!

TENT SPONSOR 2 YEAR PLACEMENT WITH A 1 YEAR INVESTMENT - \$3,000

FESTIVAL BENEFITS

- Personal, Customized Pop-Up Tent displayed at the Festival
- 4 **Friday & Saturday** weekend passes - includes late night
- Gold Marketing Package

A tent is a
great way for people
to see your brand!!

YEAR-ROUND BENEFITS

- Tent placed at all iAM MUSIC outdoor events select indoor events
- Gold Marketing Package
- (6) tickets per year to INDIGO ROOM
- Use of tent for your personal parties or events



Sponsorship Types

ROAD WARRIOR (Main Stage)

REAR STAGE RIGHT AND LEFT BANNER SPONSOR (2) INVESTMENT - \$2,000

FESTIVAL BENEFITS

- Main stage banner placement (top right/left)
- 4 Friday & Saturday weekend passes - includes late night
- Gold Marketing Package

YEAR-ROUND BENEFITS

- Silver Marketing Package
- (6) tickets per year to INDIGO ROOM

SOLD OUT

Banner placement is often seen the furthest away

Talk Of The Town (Main Stage)

TOP STAGE RIGHT AND LEFT BANNER SPONSOR (2) INVESTMENT - \$2,000

FESTIVAL BENEFITS

- Main stage banner placement (rear right/left)
- 4 Friday & Saturday weekend passes - includes late night
- Gold Marketing Package

YEAR-ROUND BENEFITS

- Silver Marketing Package
- (6) tickets per year to INDIGO ROOM

SOLD OUT

Banner placement is often seen in the most band pictures



Sponsorship Types

ROAD WARRIOR (Side Stage)

REAR STAGE RIGHT AND LEFT BANNER SPONSOR (2) INVESTMENT - \$1,500

FESTIVAL BENEFITS

- Side stage banner placement (top right/left)
- 4 **Friday & Saturday** weekend day passes - day passes only
- Silver Marketing Package

YEAR-ROUND BENEFITS

- Silver Marketing Package
- (4) tickets per year to INDIGO ROOM

SOLD OUT

Same size stage
as Main stage

TALK OF THE TOWN (Side Stage)

TOP STAGE RIGHT AND LEFT BANNER SPONSOR (2) INVESTMENT - \$1,500

FESTIVAL BENEFITS

- Side stage banner placement (rear right/left)
- 4 **Friday & Saturday** weekend day passes - day passes only
- Silver Marketing Package

YEAR-ROUND BENEFITS

- Silver Marketing Package
- (6) tickets per year to INDIGO ROOM

Same size stage
as Main stage

AFTER HOURS UNDERWRITER

MAIN BANNER @ AFTER HOURS SHOWS (2) INVESTMENT - \$1,500

FESTIVAL BENEFITS

- Late night stage banner placement above or in rear of stage
- 2 **Friday & Saturday** weekend day passes
- 4 late night passes
- Silver Marketing Package

YEAR-ROUND BENEFITS

- Silver Marketing Package
- (6) tickets per year to INDIGO ROOM

Only Sponsor
with extra
late
night passes

Sponsorship Types

OVERNIGHT SENSATION (Main Stage)

MAIN STAGE SIDE RIGHT OR LEFT STAGE BANNER SPONSOR (2)
INVESTMENT - \$1250

FESTIVAL BENEFITS

- Main stage banner placement (side right/left)
- 2 **Friday & Saturday** weekend day passes - day passes only
- Silver Marketing Package

YEAR-ROUND BENEFITS

- Silver Marketing Package
- (4) passes to iNDIGO ROOM per year

UNDERDOG (Main Stage)

MAIN STAGE SIDE BOTTOM RIGHT OR LEFT BANNER SPONSOR (2)
INVESTMENT - \$1150

FESTIVAL BENEFITS

- Main stage banner placement (lower right/left)
- 2 **Friday & Saturday** weekend day passes - day passes only
- Silver Marketing Package

YEAR-ROUND BENEFITS

- Copper Marketing Package
- (4) passes to iNDIGO ROOM per year



Sponsorship Types

OVERNIGHT SENSATION (Side Stage)

SIDE STAGE SIDE RIGHT OR LEFT STAGE BANNER SPONSOR (2)
INVESTMENT - \$900

FESTIVAL BENEFITS

- Side stage banner placement (side right/left)
- 2 **Friday & Saturday** weekend day passes - day passes only
- **Silver Marketing Package**

YEAR-ROUND BENEFITS

- **Copper Marketing Package**
- (4) passes to iNDIGO ROOM per year

SOLD OUT

UNDERDOG (Side Stage)

SIDE STAGE SIDE BOTTOM RIGHT OR LEFT BANNER SPONSOR (2)
INVESTMENT - \$900

FESTIVAL BENEFITS

- Side stage banner placement (side right/left)
- 2 **Friday & Saturday** weekend day passes - day passes only
- **Silver Marketing Package**

YEAR-ROUND BENEFITS

- **Copper Marketing Package**
- (4) passes to iNDIGO ROOM per year



Sponsorship Types

HOMETOWN HERO

PRINT SPONSOR (5) INVESTMENT - \$850

FESTIVAL BENEFITS

- 2 Friday & Saturday weekend day passes - day passes only
- Silver Marketing Package

YEAR-ROUND BENEFITS

- Logo on iNDIGO ROOM poster only

JAM

GENERAL SPONSOR - \$600

FESTIVAL BENEFITS

- 2 Friday & Saturday weekend day passes - day passes only
- Copper Marketing Package

YEAR-ROUND BENEFITS

- Copper Marketing Package



Benefits	Festival Entryway Banner	Festival Stage Banner	Fest Marketing	iAM MUSIC Marketing	Festival Passes	iNDIGO ROOM Passes Posters
Stadium Headliner	X	All Stages	Platinum	Platinum	8	12
Arena Rocker	X	All Stages	Platinum	Platinum	6	12
Big Break			Gold	Gold	6	6
Pop Up Baby		Tent	Gold	Gold	4	6
Road Warrior/ Talk of Town Main		Main	Gold	Silver	4	6
Road Warrior/ Talk of Town Side		Side	Gold	Silver	4	6
After Hours		Late Night	Silver	Silver	2	2 All weekend 4 Late night all weekend
Overnight Sensation Main		Main	Silver	Silver	2	4
Underdog Main		Main	Silver	Copper	2	4
Overnight Sensation Side		Side	Silver	Copper	2	4
Underdog Side		Side	Silver	Copper	2	4
Hometown Hero			Silver	Logo on iNDIGO POSTER	2	
Jam			Copper	Copper	2	

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iam
MUSIC
FEST!

