



MOUNTAIN TOWN MUSIC

MOUNTAIN TOWN MUSIC: WHAT WE DO...

We exist to produce, foster and support live music which enhances the quality of life for Park City & Summit County residents and it's visitors.

Harmony and wellbeing are created in many different ways. Physical activity is good for the body. Lifelong learning is good for the brain. Then there's music, which is good for the mind, body AND soul. And who doesn't love to dance?!? Music is an essential energy that reduces stress and anxiety, expands creativity and elevates mood. Music presents us with the opportunity to connect with our community and strengthen bonds with those close to us. We can all remember a moment, when overcome by rhythms, we look over, lock eyes with the person next to us and just nod with a grin from ear to ear.

Mountain Town Music (MTM) is the musical resource in Summit County. MTM is the connective tissue that supports our local musicians, venues and community. We program live music, in beautiful settings throughout Summit County. MTM supports our community partners through music and foster a love of music in our children. Mountain Town Music creates harmony and a sense of wellbeing with every show we produce.



SO MUCH HAPPENED IN OUR MUSICAL WORLD IN 2022
AND WE HAVE THE NUMBERS TO PROVE IT

SHOWS

With our community partners we programmed, produced and / or presented

368 musical performances during 2022.

STAGES



With our various community partners we programmed, produced and / or presented music at **13 venues** throughout Summit County -

- Canyons Village at Park City Mountain
- Newpark Town Center
- Deer Valley's Snowpark Amphitheater
- Woodenshoe Park in Peoa
- Great Lawn at High Star Ranch
- Miner's Park
- Lucky Ones Coffee / PC Library
- Park Silly Sunday Market
- City Park Bandstand
- Pendry Park City

ARTISTS

We hired **1,290** artists during 2022.

including **1,127** local Utah artists.



Of the **1,290** artists we hired,

- **303** of them were female,
- **111** were people of color and
- **141** of them were Latino
- **48** identify as LGBTQ



ATTENDANCE

414,302
total
audience

414,302
People Attended

a Mountain Town Music programmed, produced or presented event in 2022.

33,105
were under the
age of 14



GIVE BACK TO THE COMMUNITY

Because most of the musical programming by Mountain Town Music is FREE, Mountain Town Music and its various community partners were able to give back over

**\$3.6 MILLION TO
THE LOCAL COMMUNITY!**



STUDENT LEARNING

The Mountain Town Music Michael Memorial Fund made it possible to provide 4 Scholarships, 5 Internships, and 1 Audio Engineering Program to Summit County students.



16+ NON-PROFIT COMMUNITY PARTNERS

Mountain Town Music worked with the following non-profits during 2022:
Park Silly Sunday Market, Youth Sports Alliance, Kimball Arts Center, The Christian Center, Main Street Business Alliance, KPCW, The Rotary Club, Communities that Care, Peace House, Connect Summit County Nuzzles & Co, Mountain Lands Community Trust



SPONSORSHIPS: THE BENEFIT

You and your business can be promoted at one of the most beloved events of the summer - the Mountain Town Music free, live shows - nearly everyday of the week from June through August.

Mountain Town Music offers a unique way to reach the community. We offer a variety of ways to promote your business. We work with our partners to meet your needs and goals.

Mountain Town Music brands your logo/name to thousands of people at our community concerts throughout the summer.

By participating as a partner, your organization benefits from extended exposure through social media campaigns and promotional efforts to Mountain Town Music supporters and the community at large.



SPONSORSHIP PACKAGES

MINER'S PARK SPONSORSHIP PACKAGE

SEASON PARTNERSHIP 8 Saturdays & 16 Musical Performances

FOR A \$750 INVESTMENT BUSINESS RECEIVES:

- Logo and link on mountaintownmusic.org
- Mentions / Thank You's on social media platforms throughout the summer
- Monthly Newsletter Highlights throughout the year
- Banner displayed in prominent location during each performance
- Right to distribute items displaying company logo and contact info
- End of the year thank you with all sponsors via social media channels

CONCERTS IN THE PARK SPONSORSHIP

SEASON PARTNERSHIP - 7 MONDAYS / 7 TUESDAYS / 7 WEDNESDAYS, 21 DATES TOTAL

FOR A \$3,500 INVESTMENT BUSINESS RECEIVES:

- Logo and link on mountaintownmusic.org
- Mentions before and after performance
- Banner displayed in prominent location during each performance
- Mentions / Thank You's on social media platforms throughout the summer
- Right to distribute items displaying company logo and contact info
- End of the year thank you with all sponsors via social media channels
- Selected Monthly Newsletter Highlights throughout the year

MTM STAGES SPONSORSHIP PACKAGE

FOR A \$7,500 INVESTMENT BUSINESS RECEIVES:

- Dejoria, Woodenshoe Park in Peoa, Quarry Village
- Official Sponsorship of the Mountain Town Music schedule page on website > mountaintownmusic.org/shows/
- Logo and link on mountaintownmusic.org
- Mentions / Thank You's on social media platforms throughout the summer
- Monthly Newsletter Highlights throughout the year
- Banner displayed in prominent location during each performance
- Right to distribute items displaying company logo and contact info

QUARRY VILLAGE SPONSORSHIP PACKAGE

FOR A \$5,000 INVESTMENT BUSINESS RECEIVES:

- Naming rights to the stage on website schedule and ALL promotional material
- Logo and link on mountaintownmusic.org
- Mentions before and after performance
- Banner displayed in prominent location during each performance
- Mentions / Thank You's on social media platforms throughout the summer
- Right to distribute items displaying company logo and contact info
- End of the year thank you with all sponsors via social media channels
- Selected Monthly Newsletter Highlights throughout the year

**To apply to become a sponsor, contact our development director,
Jeana Campbell, at (435) 901-2385, or by email at
jeana@mountaintownmusic.org**