

Walmart AMP

Season Sponsorship Information



****All sponsor packages subject to availability**

About The Venue



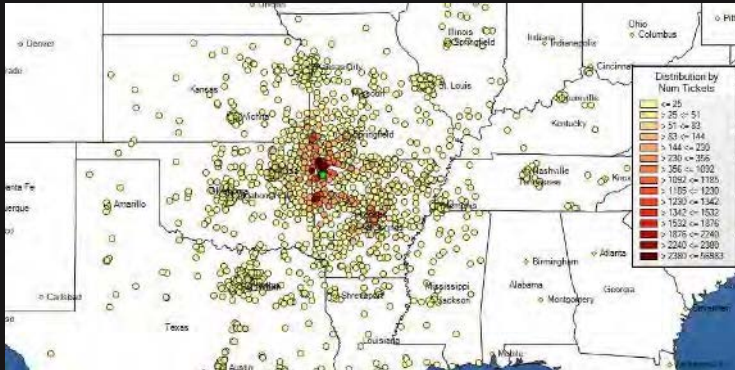
Built in 2014 and wholly owned by the Walton Arts Center, the Walmart AMP is **Northwest Arkansas' largest outdoor amphitheater**, with a seating capacity of 10,000.

Every year, the Walmart AMP presents concerts of varying musical styles, from major touring country, pop, and rock acts, to classical music. Notable artists include Dave Matthews Band, Chris Stapleton, Journey, and Twenty One Pilots



About The Venue

The Walmart AMP has presented over 100 concerts as part of the **Cox Concert Series** over five seasons



AMP tickets sold by zip code in Arkansas and surrounding states



Since it's opening, **over 700,000** tickets have been sold to the AMP

Benefits of Sponsorship

- + Position your company as a forward thinking, community leader in NWA
- + Expose your brand to a cross-section of demographic, geographic, and lifestyle segments
- + Build positive associations with patrons through beloved concerts, experiences, and memories made at the Walmart AMP.
- + Engage with the NWA Corporate Community in the Land O'Lakes Lounge prior to the concerts

Seasons at a Glance

- + **2014** – 16 concerts; 87,000+ attended
- + **2015** – 19 concerts; 106,000+ attended
- + **2016** – 24 concerts; 144,000+ attended
- + **2017** – 23 concerts; 147,000+ attended
- + **2018** – 29 concerts; 180,000+ attended
- + **2019** – 30 concerts; 200,000+ attended



2019 Cox Concert Series

Chris Tomlin	04/17/19	The Royal Affair Tour	07/21/19
Santana	04/28/19	Third Eye Blind & Jimmy Eat World	07/25/19
Leon Bridges	05/01/19	Why Don't We	07/26/19
The Killers	05/06/19	Sublime with Rome	07/31/19
Earth, Wind & Fire	05/17/19	Alan Jackson*	08/08/19
The Avett Brothers	05/18/19	LIVE & Bush	08/14/19
Florida Georgia Line	06/13/19	Thomas Rhett	08/15/19
Steve Miller Band	06/16/19	Nelly, TLC, & Flo-Rida	08/20/19
Trevor Noah	06/21/19	Smashing Pumpkins	08/23/19
Train & Goo Goo Dolls	06/26/19	Sheryl Crow & Jason Isbell	08/30/19
Brad Paisley	06/27/19	Rascal Flatts	08/31/19
Young the Giant/Fitz & the Tantrums	07/10/19	Luke Combs	09/26/19
Alabama	07/12/19	JMBLYA	10/05/19
Hootie & The Blowfish	07/14/19	Godsmack	10/06/19
Chris Young	07/19/19	Zac Brown Band	10/25/19

Digital Presence

9,123 Twitter Followers
12,000 Instagram Followers
56,832 Facebook Fans
122 Unique E-blasts in 2018

25,349 AMP Insider E-mail Recipients
807,177 Unique Website Visitors
22% Average E-Mail Interaction
(Open, Click Through, Transaction)
2,178,011 Total E-Blasts in 2018

Digital Logo Recognition

Before shows start, the video walls act as **Social Media Walls**, which garner guaranteed interactions with the walls, and in turn a Sponsor's Logo. Average number of interactions with the Social Media Wall per show is **800 per show**.

On the Social Media Walls, a Sponsor's Logo will be shown for **10 seconds** every **10 minutes** for 2 hours, equating to roughly 12 logo appearances per show. With an average attendance of 6,000 patrons, the number of impressions is approximately **72,000 per show**.

In Land O'Lakes Lounge, Sponsor Loop is **2.5 minutes long** and it plays for roughly **5 hours**. This equates to roughly 120 logo appearances at every Cox Concert Series performance in this space. With an average lounge attendance of 400 per show, potential logo impressions are **48,000 per show**.

Sponsorship Levels*

3rd Tier Sponsorship

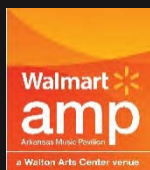
Marketing Benefits

- 3rd Tier Logo Recognition
- Use of AMP Brand for Marketing
- Zoned branding & activation opportunities

Ticketing Benefits

- 4+ Reserved Seats and Land O'Lakes Lounge Access for every Cox Concert Series performance
- 2+ Reserved Parking Passes

Starts at \$50,000/year



2nd Tier Sponsorship

Marketing Benefits

- Area Naming Opportunities
- 2nd Tier Logo Recognition
- Use of AMP Brand for Marketing

Ticketing Benefits

- Box Seats and Land O'Lakes Lounge Access for every Cox Concert Series performance +
- 4+ Reserved Parking Passes

4th Tier Sponsorship

Marketing Benefits

- 4th Tier Logo Recognition on webpage with link to companies homepage
- 4th Tier Logo Recognition on most event advertising (posters, e-mails, etc.)
- 4th Tier Logo Recognition in onsite sponsor signage
- Use of AMP Brand for Marketing

Ticketing Benefits*

- Reserved Seats for every performance or flex ticket package (dependent on level)
- Land O'Lakes Lounge Access
- Reserved Parking

*Sponsorships start at \$10,000/year; with ticketing starts at \$15,000; 16 show guarantee

Promotional Sponsorship Recognition

Logo Recognition in Cox Concert Series E-Mails



Chris Stapleton

Thursday, July 28

Tickets start at \$36*

TICKETING INFORMATION:

1. Section A is general admission & standing room only.
2. Sections B-D are seated.
3. Lawn tickets are general admission. Blankets are allowed on the lawn for seating, but lawn chairs are not.

Tickets to this concert will go on sale to the public Friday, June 10 at 10am, **but you will be able to purchase tickets Thursday, June 9 from 10am to 10pm!**

Tickets will be sold through Tickets Northwest Arkansas. Please read pre-sale instructions carefully:

- For this presale, there is a limit of 4 tickets per order.
- Pre-sale tickets can be purchased directly through your account via phone, online or in person. You will not need a password or promo-code for this presale. You will simply need to click on the link in the presale email you receive Thursday morning.
- To purchase via phone, please call 479-443-5600.
- To purchase tickets online, you will need to log into the account associated with this email address. Please take this opportunity to make sure you can log into your account. If not, please contact the box office at 479-443-5600.
- There are other presales occurring for this concert. These additional presale opportunities will not impact your ability to purchase tickets.

PLEASE NOTE: Access to pre-sale affords you the opportunity to purchase tickets before they go on sale to the general public. Tickets are not guaranteed. For more information on our pre-sale ticket policies, please click [here](#).

*Plus applicable fees.



This concert is part of the Cox Concert Series

Walmart AMP sponsors:



Logo Recognition on Poster

Start your summer playlist!
Join us for another star-filled season.

May 20 | Ellie Goulding
with Years & Years

July 17 | Weezer and
Panic! At the Disco
with Andrew McMahon In The
Wilderness

June 2 | Kenny Chesney
with Old Dominion

June 17 | Widespread Panic

July 26 | Shinedown
with Halestorm, Black Stone Cherry
and Whiskey Myers

July 2 | Sammy Hagar and
The Circle

August 3 | Twenty One Pilots
with MUTEMATH and Chef'Special

July 15 | Miranda Lambert
with Kip Moore and
Brothers Osborne

August 11 | WALK THE
MOON
with MisterWives



Walmart
amp
Arkansas Music Festival
cox concert series
tickets + information
479.443.5600 | amptickets.com
5079 W. Northgate Road, Rogers | All shows are rain or shine



In-Venue Sponsorship Recognition – Potential

Video Monitors in Land O'Lakes Lounge



Logo Recognition on Video Walls



Floor Graphics for Venue Branding



Branded Activations



4th Tier Sponsorship Package

Branding Only (16 Show Guarantee)-Option 1

■ Sponsorship Recognition

- *4th Tier Logo Recognition in Video Walls, Lounge Monitors, and onsite sponsor signage*
- *4th Tier Logo Recognition on most event advertising (posters, e-mails, etc.)*
- *Company's logo on AMP sponsor webpage (w/ link to company's homepage), digital sponsor scrolls, video walls, and sponsor signage*
- *At contract expiration, Company has first right of refusal for all current rights and benefits*
- *Right to use AMP Brand for Marketing*
 - *Venue to approve all artwork prior to publication*

■ TICKETING BENEFITS

- *Access to venue pre-sales to purchase tickets for the Cox Concert Series**



Logo Recognition on Video Walls

*Access to pre-sales and tickets cannot be guaranteed

4th Tier Sponsorship Package (16 Show Guarantee) – Option 2

■ Sponsorship Recognition

- 4th Tier Logo Recognition in Video Walls, Lounge Monitors, and onsite sponsor signage
- 4th Tier Logo Recognition on most event advertising (posters, e-mails, etc.)
- Company's logo on AMP sponsor webpage (w/ link to company's homepage), digital sponsor scrolls, video walls, and sponsor signage
- At contract expiration, Company has first right of refusal for all current rights and benefits
- Right to use AMP Brand for Marketing
 - Venue to approve all artwork prior to publication

■ TICKETING BENEFITS

- 32 Flex Tickets to be used throughout the AMP Season*
- 4 Land O'Lakes Lounge Passes
- 2 Season Preferred Parking Passes
- Access to venue pre-sales to purchase additional tickets for the Cox Concert Series**



*Max number of tickets per show based on artist & availability cannot guarantee section; no Pit Availability

**Access to pre-sales and extra tickets cannot be guaranteed
Sponsor packages are subject to availability



4th Tier Sponsorship Package (16 Show Guarantee) – Option 3

- Sponsorship Recognition
 - *All Recognition from previous option*
- TICKETING BENEFITS
 - *4 Reserved Seats for the Cox Concert Series*
 - *4 Lounge Passes*
 - *2 Season Preferred Parking Passes*
 - *Access to venue pre-sales to purchase additional tickets for the Cox Concert Series**



**Access to pre-sales and extra tickets cannot be guaranteed*

Sponsor packages can be customized to the needs of each company & are subject to availability

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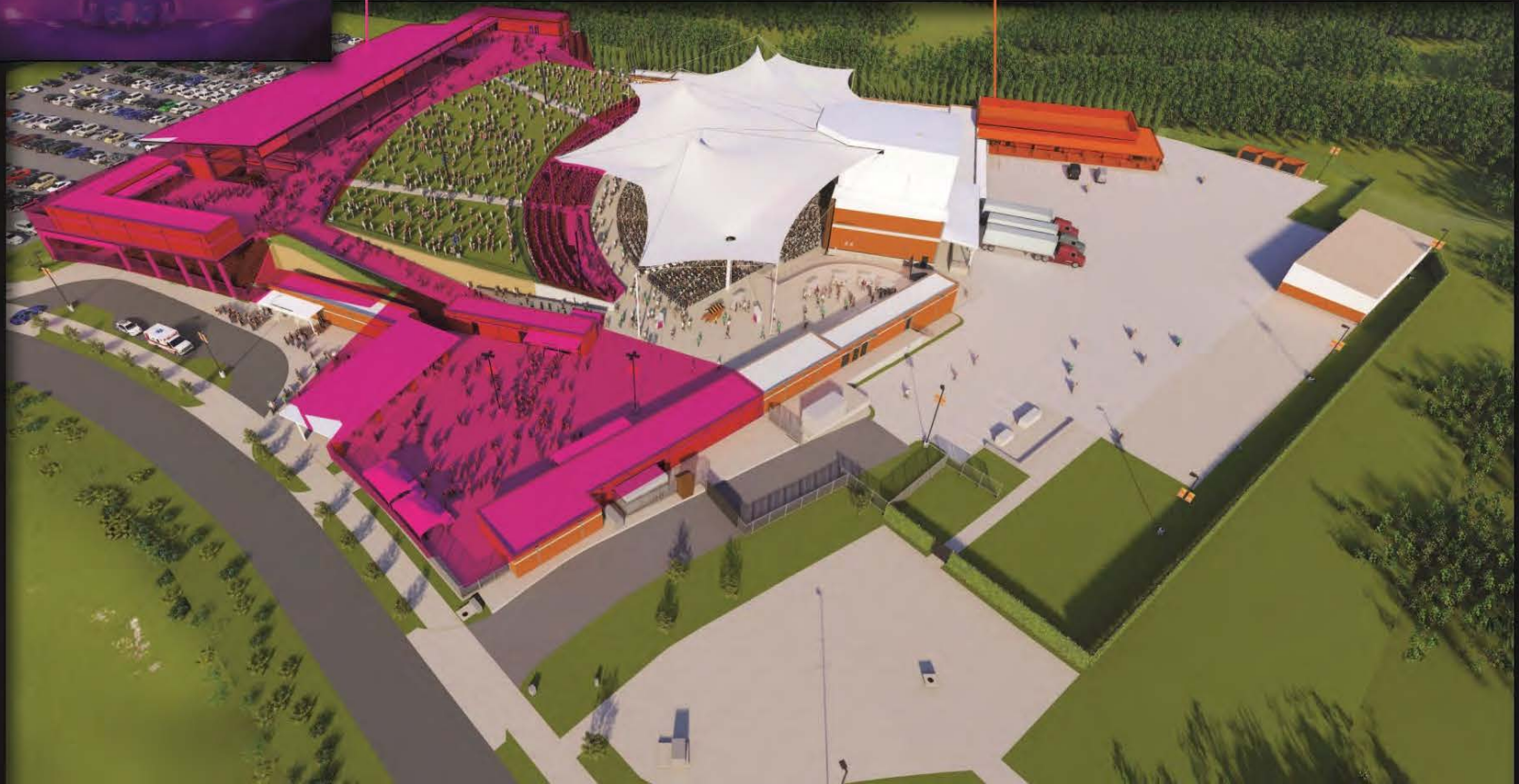
New decade. New vision.

PHASE 1

- + A new covered plaza at the top of the lawn - adding 15,000 square feet of flexible viewing and event space as well as private restrooms.
- + A new box office with additional service windows
- + A larger main entry plaza – providing space for more concessions, merchandise and restrooms

PHASE 2

- + 4 new private dressing rooms and 2 multi-use rooms, more than doubling our current capacity
- + Flexible space for the artist that can be used for offices, meeting rooms, entertaining, family time, rest and respite and privacy
- + Revamped catering kitchen - doubling the size and capacity





Thank you!

Kyle May

Sr. Manager, Sponsorship & Special Projects

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