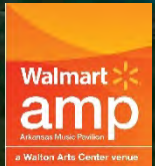


# 2018 Walmart AMP Sponsorship Information



# About The Venue



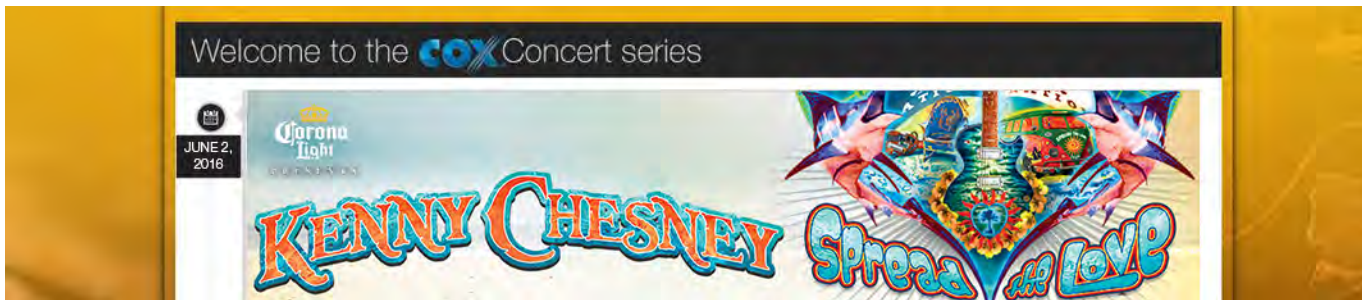
Built in 2014 and wholly owned by the Walton Arts Center, the Walmart AMP is **Northwest Arkansas' largest outdoor amphitheater**

Every year, the Walmart AMP presents concerts of varying musical styles

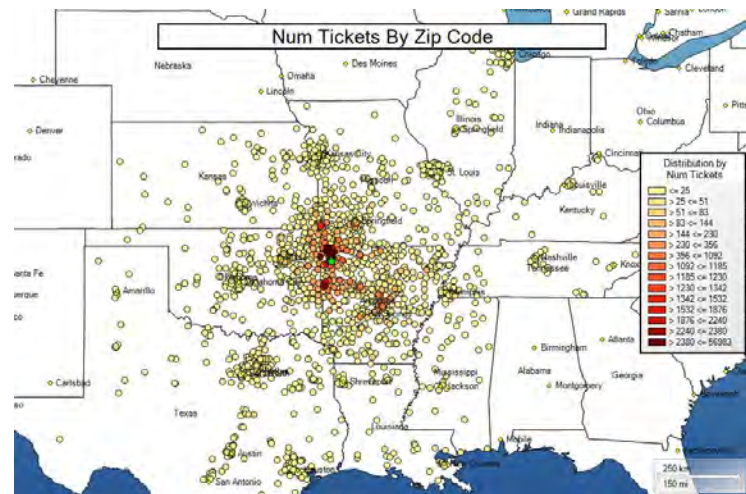


# About The Venue

The Walmart AMP has presented over 70 concerts as part of the **Cox Concert Series** over three seasons



Since it's opening, **over 600,000** tickets have been sold to the AMP



This map shows AMP tickets sold by zip code in Arkansas and surrounding states

# Digital Presence

**9,123** Twitter Followers

**12,000** Instagram Followers

**56,832** Facebook Fans

**25,349** AMP Insider E-mail Recipients

**24% Average E-Mail Interaction**  
(Open, Click Through, Transaction)

## Digital Logo Recognition

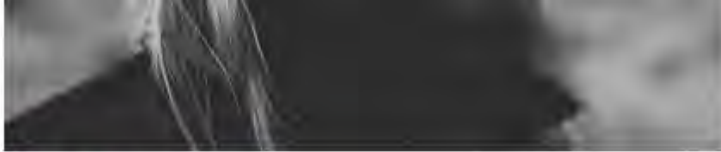
Before shows start, the video walls act as **Social Media Walls**, which garner guaranteed interactions with the walls, and in turn a Sponsor's Logo. Average number of interactions with the Social Media Wall per show is **800**.

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**.

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**.

# 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**  
Cox concert series  
tickets + information  
479.443.5600 | [amptickets.com](http://amptickets.com)  
Arkansas Music Pavilion, 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



## Branded Activations



# Sponsorship Levels\*

## 3<sup>rd</sup> Tier Sponsorship

### Marketing Benefits

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

### Ticketing Benefits

- 4+ Reserved Seats and VIP Lounge Access for every Cox Concert Series performance
- 2+ VIP Parking Passes



## 2<sup>nd</sup> Tier Sponsorship

### Marketing Benefits

- Area Naming Opportunities
- 2<sup>nd</sup> Tier Logo Recognition
- Use of AMP Brand for Marketing

### Ticketing Benefits

- Box Seats and VIP Lounge Access for every Cox Concert Series performance
- 2+ VIP Parking Passes

## 4<sup>th</sup> Tier Sponsorship

### Marketing Benefits

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

### Ticketing Benefits

- 4 Reserved Seats for every performance and VIP Lounge Access for every Cox Concert Series performance
- 2 VIP Parking Pass



\*Sponsorships start at \$20,000. All sponsorship packages are customized to the needs of each corporation.



For more information, please contact:

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