



Walmart AMP

Sponsorship and Expansion Information

About The Venue



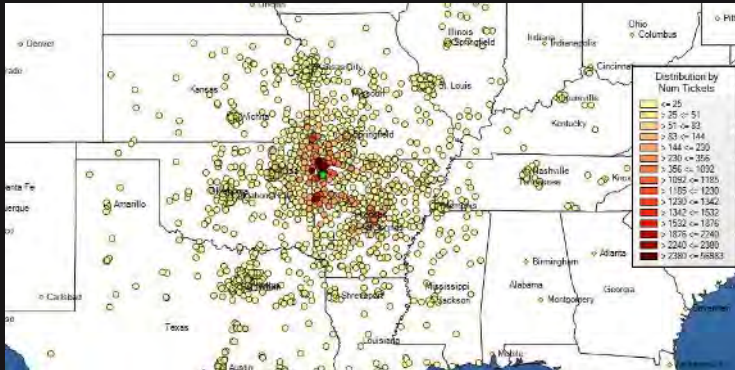
Built in 2014 and wholly owned by the Walton Arts Center, the Walmart AMP is **Northwest Arkansas' largest outdoor amphitheater**, with a seating capacity of 10,000.

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

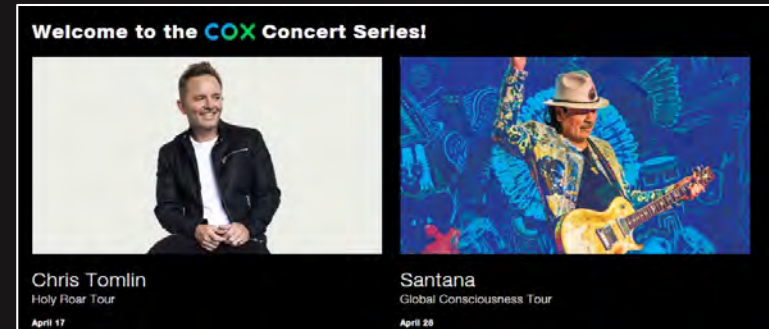


About The Venue

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



This map shows 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 (@ 12 Show Minimum)

- + **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



2018 Concert Season

Brantley Gilbert	04/28/18	KIDZ BOP LIVE 2018	07/22/18
Primus and Mastodon	05/12/18	Pentatonix	07/25/18
Dave Matthews Band	05/30/18	Weezer with Pixies	07/29/18
Jim Gaffigan	06/02/18	Coheed and Cambria & Taking Back Sunday	07/31/18
Ray LaMontagne	06/12/18	Luke Bryan	08/01/18
Chris Stapleton	06/22/18	G-Eazy	08/11/18
Kesha and Macklemore	06/25/18	Slayer	08/13/18
Chicago and REO Speedwagon	06/26/18	Keith Urban	08/15/18
Fireworks Spectacular featuring SoNA	07/04/18	Charlie Puth	08/26/18
Thirty Seconds to Mars	07/08/18	Ringo Starr and his All Starr Band	09/02/18
Kenny Chesney	07/12/18	5 Seconds of Summer	09/26/18
Janet Jackson	07/13/18	NEEDTOBREATHE	09/27/18
Modest Mouse	07/19/18	Lynyrd Skynyrd	09/28/18
Halsey	07/20/18	ODESZA	10/03/18
Niall Horan	07/21/18		

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

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



***Sponsorships start at \$22,000/year; 16 show guarantee; all sponsorship packages are customized to the needs of each corporation.**

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 Pavilion
5079 W. Northgate Road, Rogers | All shows are rain or shine

cox concert series
tickets + information
479.443.5600 | amptickets.com



In-Venue Sponsorship Recognition – Potential

Video Monitors in Land O'Lakes Lounge



Logo Recognition on Video Walls



Floor Graphics



Branded Activations





Thank you!

Kyle May

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