



13th Annual Tahoe Donner **SUMMER CONCERT ON THE GREEN**

2026 SPONSORSHIP OPPORTUNITIES



EVENT OVERVIEW

Tahoe Donner's *Summer Concert on the Green* returns in 2026! Now in its 13th year, this marquee event has established itself as Truckee's premier family-friendly outdoor music event held on Fourth of July weekend, providing locals and visitors with two great evenings of live music in a picturesque outdoor setting by some of the top dance and cover bands.

Over the years, the event has grown to over 4k+ concert attendees returning year after year, and quickly selling out!

Sponsorship of this two-day event provides impactful exposure to attendees, media outlets and beyond! This packet provides event details and sponsorship opportunities for you and your business to consider. All sponsorship items cover **BOTH** days of the event.

EVENT DETAILS

Who: Tahoe Donner members, Truckee/Tahoe residents and visitors

What: 13th Annual Summer Concert on the Green

Where: Tahoe Donner Driving Range Lawn

When: July 3 + 4 , 2026

Promotion: Marketing launch begins April 2026



MAKE YOUR BRAND THE HEADLINER



With **extensive exposure** across **digital, print, social media, onsite activations, and local advertising**, this sponsorship delivers **unparalleled visibility before, during, and after** the event.

From **on-stage branding** and **large-format video displays** to **social media spotlights** and **prime placement** in Tahoe Donner's official marketing channels, this is a **must-have advertising opportunity** for businesses looking to reach an engaged and affluent audience!

EXPOSURE OPPORTUNITIES

ONSITE ACTIVATION (BOTH DAYS!)

- On-stage signage + video displays
- Event banners + signage
- Emcee announcements
- 20'x10' video screen displays
- 10'x10' booth space at event

EMAIL MARKETING

Weekly + Event dedicated emails

- 22k+ members and subscribers
- 57% avg. OR and 3% avg. CTR

ADVERTISING

- TD News (May + June): 7k issues distribution each month at all TD amenities
- Digital screens at TD amenities
- Local radio, print and digital ads

SOCIAL MEDIA

- Facebook (15k+ fans) + Instagram (8k+ followers)

EARNED MEDIA

- Press release
- Community event calendars

POSTERS + SIGNAGE

- All Tahoe Donner amenities and throughout Truckee

WEBSITE

- Event calendar page, unique landing page and blog

STREET BANNERS

- Banners throughout Tahoe Donner community and at the Downtown Truckee Visitor Center

EVENT STATS

- **1.2M+ brand impressions** over 2+ months
- Over **4k attendees** each year
- Both nights have **sold out 6 years in a row!**



TESTIMONIALS + ATTENDEE DATA

"All I can say is WOW!!!"

- Lynette L.

"Great event and look forward to next year!"

- Susan F.

"We LOVE the concert on the greens and have gone yearly for 8 years."

-Katie D.



2025 SURVEY RESULTS

79% were returning attendees

81% will attend the event next year

70% heard about event from TD News + Life or Email (which sponsors are included in!)

80% of attendees are TD Members

EVENT DEMOGRAPHICS

- Family-friendly + all ages event
- Attendance is ~80/20 split TD homeowners/visitors
- Event attendees were from Tahoe, Reno, Sac and Bay Area



2025 EVENT POSTER

The poster features a vibrant purple and yellow background with a stylized guitar head graphic at the top right. The text 'TAHOE DONNER PRESENTS' is at the top left. The main title 'SUMMER CONCERT ON THE GREEN' is in large, bold, yellow letters. Below this, the event dates and lineups are listed: July 4 with 'TAINTED LOVE' (LEGENDARY '80s TRIBUTE BAND) and 'FASTTIMES' (HIGH-ENERGY COVER BAND); and July 5 with 'THE ILLEAGLES' (EAGLES TRIBUTE BAND) and 'DOWN THE RABBIT HOLE' (ECLECTIC ROCK BAND). At the bottom, it says 'DOORS OPEN AT 4:30PM • MUSIC STARTS AT 6PM' and 'TAHOE DONNER DRIVING RANGE'. The 'PRESENTED BY' section includes logos for 'ELDER GROUP TAHOE REAL ESTATE', 'elements mtn.co', 'TAHOE FOREST HEALTH SYSTEM', and 'QUALITY GERMAN'. The footer encourages learning more and buying tickets at 'TAHOEDONNER.COM/SUMMERCONCERT'.

SPONSORSHIP PACKAGES

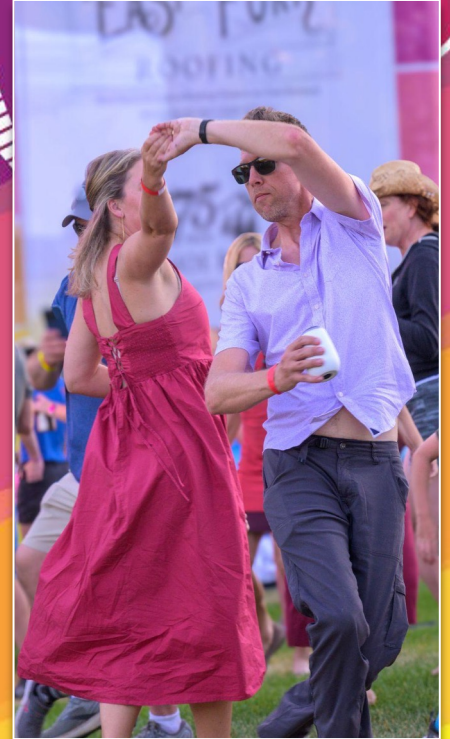
SIGNAGE SPONSORSHIP \$750

- (1) Front of stage barricade banner (supplied by sponsor)
- Logo display on main stage video screen
- Logo inclusion on day-of onsite signage including parking signs, direction signs, will call signs, check-in signs and area designation signs (approx. 25 signs in all)

BRONZE SPONSORSHIP \$2,000

Includes everything from the Signage Sponsorship package, plus:

- One additional front of stage barricade banner (supplied by sponsor)
- Logo on TD dedicated event website landing page
- Logo display on main stage video screen (2)
- Logo on digital screen event promotion at all open Tahoe Donner amenities (Northwoods, Clubhouse, Trout Creek, Bikeworks, The Lodge, Golf and Tennis)
- Logo in event ticket sales announcement email to all TD homeowners (~20k subscribers)
- Logo in TD News + Life magazine event ad
- Mention/tag in one social post or story
- Mention in press release
- Four concert admission tickets (one night)



SPONSORSHIP PACKAGES

SILVER SPONSORSHIP (3 AVAILABLE) \$3,500

Includes the Bronze Sponsorship package, plus:

- Logo on 2x sponsor stage banners 12'x21'
- Logo display on main stage video screen (3)
- Onsite 3'x8' barricade banners (supplied by sponsor) (4)
- 1 booth for marketing/sales activation
- Three stage mentions during concert days
- Promotional posters distributed around Tahoe Donner amenities, downtown Truckee and beyond
- Mention/tag in one social post or story
- Six concert admission tickets (both nights, booth staff do not need tickets)

GOLD SPONSORSHIP (1 AVAILABLE) \$7,000

Includes the Silver Sponsorship package, plus:

- Primary/large/top logo on the event landing page
- Logo display on main stage video screen (4)
- Onsite 3'x8' barricade banners (supplied by sponsor) (4)
- Six stage mentions during concert days
- Exclusive banner ad and logo in the ticket sales announcement email to all TD members
- Mention/tag in two social posts or stories
- Eight concert admission tickets (both nights, booth staff do not need tickets)





ONSITE SPONSORSHIP PLACEMENTS



SPONSOR EXAMPLES

EVENT LANDING PAGE

SUMMER CONCERT ON THE GREEN

12th Annual Summer Concert on the Green

Jul 05, 2024 - Jul 06, 2024 | Tahoe Donner Driving Range | 6-9:30PM

Tahoe Donner's biggest event of the year returns Friday and Saturday, July 5-6, 2024, featuring two nights of performances by some of today's top tribute and dance bands. Enjoy two evenings on the lawn listening to music that will make you want to groove all weekend.

All ticket sales are nontransferable and nonrefundable.

FRIDAY, JULY 5: SOLD OUT
OPENING ACT: AUDIOBOON
MAIN ACT: POP FICTION

Kick things off with AudioBoon, a band known for delivering timeless music and unforgettable performances. With a diverse setlist that spans classic and modern rock, R&B, dance, and hip-hop, AudioBoon has something for everyone! And that's just the beginning – next, get ready to dance the night away with headliners Pop Fiction, the ultimate party cover band, delivering all your favorite hits from the 70s, 80s and 90s! With infectious beats, sing-along anthems, and endless energy, they'll have you on your feet from start to finish!

SAUNDERS, JULY 6: SOLD OUT
OPENING ACT: DECOY
MAIN ACT: JUMPING JACK FLASH

Get ready for a Saturday packed with sensational sounds and unbeatable energy that will have the whole family grooving! First up, we've got Decoy, a local powerhouse band ready to rock your world with an electrifying mix of high-energy rock, pop, and country hits that will keep you moving and singing along all night long! But wait, the excitement doesn't end there – brace yourselves for Jumping Jack Flash, the ultimate Rolling Stones tribute band! With their bluesy vibes, iconic swagger, and larger-than-life stage presence, they'll transport you straight to the heart of a legendary rock show you won't soon forget!

Summer Concert on the Green is a family-friendly, all-ages event taking place under the stars at the Tahoe Donner Driving Range, located adjacent to Trout Creek Recreation Center at 12790 Northwoods Blvd. in Truckee, CA.

Concert attendees may bring their own picnics and low-back lawn chairs. Food and beverages will be available for purchase on both days from local Truckee vendors and food trucks.

Low-back chairs and coolers are allowed. Be respectful to your neighbors. Sorry, as much as we love our Truckee dogs, they are not allowed in the event. We ask you to please leave them at home.

Dates: Friday, July 5 + Saturday, July 6, 2024
Doors open at 4:30PM | Music starts at 6PM
Price: \$50 adults | \$25 ages 3-12 | Kids 2 and under are free - Tickets must be purchased in advance.
All ticket sales are nontransferable and nonrefundable.
Location: Tahoe Donner Driving Range

12790 Northwoods Blvd.
Truckee, CA 96161

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DEDICATED EMAIL

TAHOE DONNER
TahoeDonner.com
Help Center

SUMMER CONCERT ON THE GREEN

JULY 5 + 6

LEARN MORE • BUY TICKETS

YOUR FAVORITE EVENT OF THE SUMMER IS BACK!
Now in its 12th year, Tahoe Donner's largest family-friendly live music event returns Friday and Saturday, July 5 + 6, featuring two nights of performances by top rock and roll tribute and dance cover bands. Celebrate this summer weekend with singing, dancing, enjoying local food vendors and taking in the best vibe in the beautiful High Sierral

FRIDAY, JULY 5

Kick things off with **Deckheads**, a Caribbean cowboy band guaranteed to get toes tapping and voices soaring as they bring the ultimate island vibes to Tahoe Donner! And that's just the beginning – next, get ready to dance the night away with headliner **Pop Fiction**, the ultimate party cover band, delivering all your favorite hits from the 70s, 80s, and 90s! With infectious beats, sing-along anthems, and endless energy, they'll have you on your feet from start to finish!

BUY TICKETS FOR JULY 5

SATURDAY, JULY 6

Get ready for a Saturday packed with sensational sounds and unbeatable energy that will have the whole family grooving! First, **Decoy**, a local powerhouse band ready to rock your world with an electrifying mix of high-energy rock, pop, and country hits, will keep you moving and shaking along all night long! But the excitement doesn't end there – brace yourselves for **Jumping Jack Flash**, the ultimate Rolling Stones tribute band! With their bluesy vibes, iconic swagger, and larger-than-life stage presence, they'll transport you straight to the heart of a legendary rock show you won't soon forget!

BUY TICKETS FOR JULY 6

THANK YOU TO OUR SPONSORS

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TAHOE FOREST
REAL ESTATE

Interested in sponsorship opportunities? [Contact us](#) for more information.

TAHOE DONNER

Northwood Clubhouse
11509 Northwoods Blvd.
Truckee, CA 96161

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SOCIAL MEDIA

tahoeonnerassociation

TAHOE DONNER'S 2024

SUMMER CONCERT ON THE GREEN

JULY 5

POP FICTION
PARTY COVER BAND

THE DECKHEADS
CARIBBEAN-COWBOY DANCE MUSIC

JULY 6

JUMPING JACK FLASH
ROLLING STONES COVER BAND

DECOY
HIGH-ENERGY COVER BAND

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Liked by elementsmtn.co and others

tahoeonnerassociation 40 Day Countdown Until the 12th Annual Summer Concert on the Green!

Join us for two days of unforgettable music and fun on Friday and Saturday, July 5-6, 2024. Featuring electrifying performances by the Deckheads, Pop Fiction, Decoy and Jumping Jack Flash, this year's lineup promises non-stop entertainment for all.

Tickets are on sale now, but they're selling fast! Don't miss your chance to groove with family and friends all weekend long. Secure your tickets through the [#LinkinBio](#) before they're gone!

Gold Sponsor:
[@eldergrouptahoerealestate](#)

Silver Sponsors:
[@elementsmtnc](#)
[@eastforkroofing](#)

SPONSOR DELIVERABLES + KEY TIMELINES

DELIVERABLES	DUE DATES
Company Logo Vector files (AI or EPS) ONLY for inclusion on all print and digital promotional materials	March 28
600x250 email banner ad Gold Sponsor only	March 28
25-word promotional script for emcee live reads	June 10
3'x 8' banners*	June 10

CONGRATULATIONS



*sponsors must pick-up banners at Tahoe Donner Member Services office 1 week after event