



SUMMER CONCERT SERIES

2026 SPONSORSHIP OPPORTUNITIES FOR:

GROOVES BY THE GREENS

MUSIC BY THE MEADOW



EVENT OVERVIEW

The Summer Music Series will return in 2026 at Tahoe Donner to once again host a variety of musicians all summer at two different high-traffic locations: Pizza on the Hill at the Northwoods Clubhouse and the Pavilion at The Lodge Restaurant & Pub.

This packet provides event details and packaged sponsorship opportunities for these two live music events this season: Music by the Meadow at Pizza on the Hill and Grooves by the Greens at The Lodge Pavilion.

EVENT DETAILS

GROOVES BY THE GREENS

When: Every Tuesday, July 7 – Aug. 25

Where: Lodge Pavilion at The Lodge Restaurant & Pub

Promotion: Marketing launch begins in June

MUSIC BY THE MEADOW

When: Every Saturday, July 11 – Aug. 29

Where: Pizza on the Hill at the Northwoods Clubhouse

Promotion: Marketing launch begins in June

All dates, locations and times are subject to change



TAHOE DONNER AUDIENCE OVERVIEW

A Community Like No Other

For advertisers, Tahoe Donner presents an exclusive opportunity to connect with a dynamic, engaged audience of active families, high-net-worth individuals, and outdoor enthusiasts. Our members and guests are deeply invested in enjoying the best of the Tahoe lifestyle, making your brand part of their experience in an environment where adventure, recreation, and relaxation converge.

MEMBER STATS



72%

SECOND
HOMEOWNERS

28%

FULL-TIME
RESIDENTS

Second homeowners primary residences are primarily concentrated in San Francisco Bay Area and Sacramento.



52%

MALE



48%

FEMALE

AGE PROFILE

0-6 **4%**

7-18 **16%**

19-30 **13%**

31-45 **21%**

46-64 **14%**

65+ **32%**



85.4%

HAVE A 4-YEAR
OR GRADUATE-
LEVEL DEGREE



63.5%

MEDIAN INCOME
OF \$150K OR
HIGHER



\$1,172,500

MEDIAN HOME
PRICE

INTERESTS



SKIING



BIKING



HIKING



GOLF



WATER
SPORTS



OTHER
RECREATIONAL
AND FAMILY
ACTIVITIES

VISITOR STATS

650,000 visitors annually

Passionate about outdoor recreation and nature; very tech savvy

Reside primarily in San Francisco Bay Area and Sacramento



TESTIMONIALS + STATS



Unmatched Reach

Grooves by the Greens: ~2,200 **attendees** over 8 weeks (275+ guests per night)

Music by the Meadow: ~1,960 **attendees** over 8 weeks (245+ guests per night)

Loyal, Engaged Audience

62% of attendees came back 3+ times last summer

68% of members said free outdoor music enhanced their Tahoe Donner experience

Highly Rated Experience



Your Brand on Display

61% of members learned about the series through *Tahoe Donner News + Life* magazine, where sponsors were prominently featured in the summer issues

89% of event attendees said they would highly suggest these events to friends + family

“Live music is terrific and builds community. Please keep it going!”

“Great times had by all!”

“We love having the music. It’s such fun for the whole family!”

2025 CAMPAIGN ART

TAHOE DONNER PRESENTS



MUSIC BY THE MEADOW

FREE LIVE MUSIC ALL SUMMER

PIZZA ON THE HILL • SATURDAYS 5-7PM

JULY 12 MOODY CAT
JULY 19 NEW WAVE CRAVE
JULY 26 JENES N THE JUICE
AUG. 2 FUNKY FRONTIER
AUG. 9 DOWN THE RABBIT HOLE
AUG. 16 RUBICON GOLD
AUG. 23 ROGUE
AUG. 30 SONIC REWIND

THANK YOU
TO OUR SPONSORS

ELDER GROUP
TAHOE REAL ESTATE

 **Sierra**
MEDICAL CENTER
An Extension of Northern Nevada Medical Center



LEARN MORE AT TAHOEDONNER.COM/MUSIC-BY-THE-MEADOW

TAHOE DONNER PRESENTS



GROOVES BY THE GREENS

LIVE MUSIC AT
THE LODGE PAVILION

FRIDAYS 6-8PM FREE

JULY 11 **JULY 18** **JULY 25**

ROBBIE GADE • FRIENDS

RUST • HONEY

BUSTER HARMONY

AUGUST 1 **AUGUST 8** **AUGUST 15**

LADY AND THE TRAMPS

THE SOCKS

PUBLIC EYE

AUGUST 22 **AUGUST 29**

DUO DINAMICO

STEEL SPARROWS

THANK YOU
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ELDER GROUP
TAHOE REAL ESTATE

 **Sierra**
MEDICAL CENTER
An Extension of Northern Nevada Medical Center



LEARN MORE AT TAHOEDONNER.COM/GROOVES

SPONSORSHIP PACKAGE – \$2,500

BRANDING + PROMOTION AT ALL SUMMER LIVE MUSIC EVENTS

JULY 7 - AUGUST 29

4 sponsorship packages available

Website

- Logo on event calendar website landing page
- Sponsor logo, description and contact info included on event blog landing page

Print + Digital Advertising

- Logo on digital screen event promotion at all open Tahoe Donner amenities - Northwoods Clubhouse, Trout Creek Rec Center, Alder Creek Adventure Center, Member Services Office, The Lodge Restaurant + Pub, Golf Course and the Pickleball + Tennis Center *(created by Tahoe Donner)*
- Sponsor logos featured on 3'x8' event banners at concert venues throughout the summer *(provided by Tahoe Donner)*
- Logo inclusion in *Tahoe Donner News + Life* print ad *(in June, July or August issues, created by Tahoe Donner)*
- Logo featured in all printed Weekly Activity Guides all summer long *(over 2k copies distributed at all open TD amenities for approx. 8 weeks)*

Social + Blog

- Two social mentions/tags on Tahoe Donner event posts or stories *(in June, July or August)*

Day-Of Event

- 1x sponsor shout-out at every event over the microphone for all to hear
- Custom restaurant menu at The Lodge Pavilion featuring sponsor logos and on the main Pizza on the Hill menu (July + August)



SPONSOR DELIVERABLES + KEY TIMELINES

DELIVERABLE	DUE DATES
Company Logo Vector files (AI or EPS ONLY) for inclusion on all print and digital promotional materials	May 15
Instagram and Facebook handle(s)	May 15
50-word promotional copy for event landing page	May 15

