

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



85.4% HAVE A 4-YEAR OR GRADUATE-LEVEL DEGREE



63.5% MEDIAN INCOME OF \$150K OR HIGHER



\$1,172,500 MEDIAN HOME PRICE

AGE PROFILE

| 0-6 | 4% |
|-------|-----|
| 7-18 | 16% |
| 19-30 | 13% |
| 31-45 | 21% |
| 46-64 | 14% |
| 65+ | 32% |

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





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)



SPONSORSHIP EXAMPLES

EVENT LANDING PAGE



Two Summer Concert Series are Back at Tahoe Donner

oves by the Greens at the newly-renovated Lodge Pavilion, Join us in celebrating great food, longer days and family-

Grooves by the Greens at The Lodge Pavillon will feature live music performances every Friday from 6-8PM from July 12 through August 30. The perfect way to end a hot summer day is to sit back, relax and groove with your favorite local musicians and bands while enjoying the fresh air and fairway views. The Lodge Restaurant & Pub will also offer indoor and outdoor dining.

Dance to the energetic sounds of your favorite local bands at Music by the Meadow. Grab a blanket and head over to the Northwoods Clubhouse lawn on Saturday evenings from July 13 through August 31 to enjoy lively music performances from 5-7PM amidst the pines and meadow views. Indoor and outdoor dining will be available at Pizza on the Hill; you won't want to miss Chef Ethan Phelps' elevated menu. Let the kids play at the playground while you enjoy a fun-filled evening of dinner and dancing!

For a complete list of events and dates, click here for Music by the Meadow and here for Grooves by the Gree



ELDER GROUP TAHOE REAL ESTATE I CHASE INTL.

Come one, come all, bring the family and enjoy. Fill your summer with MUSIC! Alison and Elder Group Taboe are proud sponsors of Taboe Donner's Summer Music Series. Considering buying or selling Tahoe Donner real estate? Contact Alison – your neighborhood expert – anytime!

10770 Donner Pass Road (Suite 205), Truckee, CA 96161

Woodward Tahoe has activities for the whole family. Hit the trails and rip the rails at the ultimate action sports playground. Our top-notch instructors make it easy and fun to learn new tricks and de new lines in no time. Open seven days a week, there's no place like it!

Spend more time where you want to be and less time getting there! GaryAir Air Taxi gets you Closer, Faster! Tahoe or SF Bay Area to anywhere in California in under 2 hours; SF Bay Area to



Sierra Medical Center, the region's newest hospital, features a 24/7 emergency department, The Family Birth Center, a level II NICU and advanced surgical and cardiac services. The facility is ocated at 6500 Longley Lane in Reno at the corner of Double R. Blvd. and Longley Lane. Learn

EVENT CALENDAR PAGE



TD NEWS + LIFE MAGAZIN



SOCIAL MEDIA



View insights

musicai events:

Boost post

♥ 92 Q 1 ₹ 27

Northern Nevada Sierra Gary Air

Liked by elementsmtn.co and others tahoedonnerassociation \ \mathbb{N} \ \ \tahoe Donner is thrilled to bring back Music by the Meadow at Pizza on the Hill and Grooves by the Greens at The Lodge Pavilion! 🌳 🎵 Join us in celebrating longer days and family-friendly fun at these free

Tance along to the energetic sounds of your favorite local bands at Music by the Meadow on the Northwoods Clubhouse lawn every Saturday evening from July 13 to August 31, 5-7PM.

Or, join us at The Lodge Pavilion for acoustic grooves every Friday from July 12 to August 30,

Enjoy delicious dining options while you sit back soak in these warm Truckee summer nights. Learn more by visiting the #LinkInBio

Thank you to all our sponsors who are making this series possible!

@eldergrouptahoerealestate

@woodwardtahoe

@northernnevadahealthsystem

June 2, 2024

Gary Air

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 |

