

**BAND
TOGETHER**



United Way
of the Greater Triangle

it's time to rebuild together

2021

BANDTOGETHERNC.ORG • UNITEDWAYTRIANGLE.ORG



Band Together + United Way of the Greater Triangle

COVID-19 didn't create poverty. But it did make it worse. With unemployment more than tripling statewide at the height, communities already struggling were hit harder. Now they have even further to rise.

It has now been more than one year since the COVID-19 pandemic reached the Triangle region. One year of health concerns, financial instability, food insecurity, and so much more. One year of collective community trauma. But we've also witnessed a full year of community resilience, with so

many individuals and businesses pooling their resources to provide the critical support that has helped Triangle residents pull through. We've seen proof that we are greater together. That's why Band Together and United Way of the Greater Triangle are partnering to support community recovery and stabilization now and following this pandemic. Together, our goal is to raise \$2M+ to support the most impactful local nonprofits on the frontlines of the pandemic.

We're asking you to join us.

the greater Triangle's
most impactful nonprofits
will receive funds raised
from the event

supporting 4
counties:

wake
durham

orange
johnston

become a supporter

For the past 20 years, Band Together has connected the community to nonprofits through the power of live music. An investment in the Main Event is a direct investment in making the Triangle stronger. Live music is our microphone for action and change – whether that's raising awareness about community needs or bringing the shared values of the brand, band, and fan to life.



2021 MAIN EVENT

VIP sponsor experience includes:

- Private VIP area
- Fabulous dinner offerings by area chefs
- Craft & domestic beer, wine, and local spirits
- Late night food
- Premier viewing in the venue
- Silent auction and live art village
- Branded gifts and swag

10.23.21

our concert has become the southeast's largest annual charitable music event



our impact

2019 concert social reach

*St. Paul and the Broken Bones
with Toots & the Maytals*



4.6K Engagements
428 Comments
290 Shares
2.7K Reactions
21.5K Reach



51.6K Impressions
164 Mentions
2,389 Profile Visits



1,192 Engagements
1,117 Video Views

by the numbers

BAND TOGETHER + UNITED WAY OF THE GREATER TRIANGLE



30K/
month

WEBSITE VIEWS

10.6K



2.7K



8K



12K



PREVIOUS BAND TOGETHER ARTISTS INCLUDE:

Ben Folds	Rusted Root
Chatham County Line	St. Paul & the Broken Bones
Daryl Hall & John Oates	The B-52s
Donna The Buffalo	Third Eye Blind
Grace Potter	Toots & the Maytals
Lyle Lovett	Trampled By Turtles
Michael Franti	Walk the Moon
Moon Taxi	

OVER 20 YEARS OF BAND TOGETHER

over
\$10
million dollars
raised

20
nonprofit
partnerships

1,500
volunteers

50,000
concert goers



2021 VIP

SPONSORSHIP PACKAGES



Create value for your clients. Empower your employees. Invest in your community.

	\$50,000	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500/ \$1,000
VIP CONCERT TICKETS	50	30	24	16	12	8	4/2
ONSTAGE REPRESENTATIVE FOR CHECK PRESENTATION	✓	✓	✓	✓	✓	✓	✓
LOGO ON VIP LAMINATE	✓	✓	✓	✓	✓	✓	✓
IN-VENUE EMCEE SHOUTOUT	✓	✓	✓	✓	✓	✓	✓
PROMINENT SIGNAGE IN VIP SEATING AREA	✓	✓	✓	✓	✓	✓	✓
LOGO PLACEMENT ON MAIN STAGE BANNER	PROMINENT	PROMINENT	LARGE	LARGE	MEDIUM	MEDIUM	MEDIUM
SOCIAL MEDIA	2+ CO-BRANDED SPONSOR POSTS	2+ CO-BRANDED SPONSOR POSTS	"THANK YOU" DEDICATED POST	"THANK YOU" DEDICATED POST	"THANK YOU" DEDICATED POST	"THANK YOU" DEDICATED POST	"THANK YOU" MENTION
PROMINENT LOGO PLACEMENT IN VIP AREA	✓	✓	✓	✓	✓	✓	✓
RECOGNITION IN SILENT AUCTION PROGRAM	✓	✓	✓	✓	✓	✓	✓
LOGO & LINK ON OUR WEBSITE	✓	✓	✓	✓	✓	✓	✓
ALL-INCLUSIVE FOOD & DRINKS IN PRIVATE VIP AREA	✓	✓	✓	✓	✓	✓	✓
CRAFT & DOMESTIC BEER, WINE, & LIQUOR DRINKS	✓	✓	✓	✓	✓	✓	✓
SILENT AUCTION ACCESS	✓	✓	✓	✓	✓	✓	✓
ARTIST'S VILLAGE ACCESS	✓	✓	✓	✓	✓	✓	✓
LOGO & LINK ON OUR WEBSITE	✓	✓	✓	✓	✓	✓	✓
	PROMOTER	PRODUCTION	VIP PARTY	SILENT AUCTION	MANAGER	ROCKSTAR	BAND

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