



Acoustic Autumn

ACOUSTIC AUTUMN 2025 SPONSORSHIP OPPORTUNITIES

Acoustic Autumn is a free live music series held every Thursday evening in October at Founders Park, averaging 600–700 attendees each week. The event is organized and hosted by Downtown Johnson City's 501(c)(3) Main Street Program to foster a vibrant community through engaging events and programs.

Funds are solicited to cover the cost of the event, and any remaining proceeds will be reinvested into downtown improvement projects and small business resources.

All sponsorships are 100% tax-deductible.

TITLE SPONSOR (1): \$3,000

LOGO ON BANNER, WEBSITE & POSTERS

MENTION IN ALL MEDIA INTERVIEWS

SOCIAL MEDIA FEATURES ENTIRE SEASON

4 INVITATIONS TO THE END OF YEAR SPONSOR BANQUET

NIGHTLY SPONSOR (5): \$1,500

LOGO ON STAGE SIGNAGE

LOGO ON WEBSITE

SOCIAL MEDIA FEATURE WEEK OF

2 INVITATIONS TO THE END OF YEAR SPONSOR BANQUET

FRIENDS OF THE EVENT: \$500

LOGO ON WEBSITE

BUSINESS MENTIONED IN OPENING ANNOUNCEMENTS

Checks made payable to Connect Downtown Johnson City

MAIL to: PO Box 1851 Johnson City, TN 37605

Contact: Special Events Manager, Sara DelBene sdelbene@johnsoncitytn.org or
423-434-5975 to secure your sponsorship