



2025

# SUMMER CONCERT SERIES

SPONSORSHIP OPPORTUNITIES



BRINGING OUR COMMUNITY TOGETHER WITH FREE LIVE MUSIC

[WWW.BVEC.LIVE](http://WWW.BVEC.LIVE)





# About Us

The Buena Vista Event Cooperative, or BVEC, is a local non-profit 501(c)(3) organization that facilitates free live music, arts, and community events.

BVEC started with Tom Rollings around 2016 with free concerts at the BV Roastery on East Main. After seeing the overwhelming joy it brought the community, he started on a big idea to make it more sustainable. Tom started the Legacy Stage at McPhelimy Park initiative in earnest in 2021. With the partnership of the Town of BV and the Chamber of Commerce, over \$100,000 was raised in 2022, with stage construction starting in August of 2022. The stage was dedicated June 3, 2023 with its Grand Opening.

**Our Mission:** The Buena Vista Event Cooperative brings free live music to the community while ensuring fair compensation for artists. Through collaboration and community support, we strive to foster the growth of musical and visual arts, enriching the cultural fabric of our community.

We would love to partner with you to continue bringing our community together and promote your business at our events. We couldn't accomplish our mission without our strong community partners. Financial and in-kind donations help fund artists for the 2025 Summer Concert Series.



## Meet Our Board

Our working board consists fully of local volunteers who have joined the Buena Vista Event Cooperative for their love of live music and our amazing community.



**Lynne Goebeler**  
Chair



**Maggie Huyck**  
Vice Chair



**Caroline Mercer**  
Treasurer



**Meg Marshall**  
Secretary



**Dan Rash**  
At Large

If you are interested in learning more about current open Board Member positions, please email us at [hello@bvec.live](mailto:hello@bvec.live)

[www.bvec.live](http://www.bvec.live)



# 2025 LEGACY STAGE Summer Concert Series

All events are "Rain or Shine" and will be held at the Legacy Stage at McPhelemy Park

## Summer Kick-Off May 31, 2025

Partnering with the Buena Vista Public Library to celebrate the start of summer. Fun activities for younger kids provided by the library starting at 10am, with live music for everyone starting right after! There will be food and fun provided, just bring a chair and come on down!



## Young Talent Showcase June 21, 2025

Focusing on the youth of Buena Vista and the Arkansas River Valley, giving them a space to grow their skills! We will be partnering with many organizations to incorporate all kinds of youth performances. If you or your organization is interested in joining, please email us at [hello@bvec.live](mailto:hello@bvec.live). Spots will be limited, be sure to follow us on social media for more info!

## Fourth of July Festivities July 4, 2025

Come join our local Jazz Merchants Big Band right after the parade, followed by more great live music!

We will have live music, art, food, and fun until 6- just in time to make it to the fireworks!



**We love our Volunteers!!**  
Sign up on our website  
to volunteer with us!

## Celebrate BV Aug 9-10, 2025

With all of the history in this town, we love to get together to celebrate it! We will have two days of live entertainment celebrating Buena Vista!



## Autumn Run Sept 20, 2025

Partnering with One Love Endurance to wrap up a terrific season! Featuring live music for the runners and their crowds and then bringing home the season with a bang!

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# 2025 Sponsorship Opportunities

With the support of 20+ local sponsors and partners in 2024, we were able to hire 16 local acts over 7 event dates. The attendance was terrific, with over 800 people coming to enjoy free live music! We expect a greater attendance this year, as we have BVEC's reputation for providing a good time. Our visitors include folks from all over the world, and many locals. Be sure to join us for the 2025 season!

## \$10,000

### Partner Sponsor

Max of 1 (Financial Only)

- Partner Naming rights. Example: 2025 Summer Concert Series Presented by Business Name
- Concert Series with Partner Sponsor Included in Radio Advertisements
- Prominent logo placement on all printed promotional materials
- Stage Banner with Logo placed behind musicians at all events
- Prominent logo placement for any Seasonal Promotional Items
- Social media mentions and dedicated posts (2 during season)
- Opportunity to have a booth or promotional space at events at no additional cost
- Opportunity to address the audience at all events
- Prominent placement of logo banner on website for 2025 Calendar Year with Hyperlink

## \$4,000

### Seasonal Sponsor

Max of 4 (Financial with limited In-Kind opportunities)

- Logo placement on all printed promotional materials
- Logo on a banner at the events
- Logo placement for Annual T-Shirt for Musician/Artists
- Social media mentions and shared sponsor posts
- One Dedicated Social Media post per year
- Logo with hyperlink on website for 2025 Calendar Year

## \$400

### Community Sponsor

Max of 12 (Financial with limited In-Kind opportunities)

- Logo placement for Annual T-Shirt for Musicians/Artists
- Social media thank you to all seasonal sponsors
- Logo on a banner at the events
- Logo on website for 2025 Calendar Year

### Seasonal Promotional Items

- Annual T-Shirts for Musicians and Volunteers- including local artwork
- Can coolers for the season (Partner Sponsor Only)
- Printed Flyers to be displayed around town
- Banners hung at every event

### In-Kind Donations Considered

- Alcoholic Beverages to sell to the general public
- Ice delivered to the events
- Gift Certificates for drawings
- Bottled Water for Volunteers/Musicians
- Beverages for sale to General Public
- Food for Volunteers/Musicians
- Food to sell to the general public
- Photography services for events, with full rights to materials
- Outdoor Comfort items: chairs, games, etc.

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# Why support BVEC?

Supporting BVEC means supporting our community in the following ways, while supporting your business with additional marketing opportunities.

## ARTISTIC AUTHENTICITY

Human musicians bring unique perspectives, emotions, and personal experiences to their craft, resulting in authentic and diverse artistic expressions. This richness and variety contribute to the cultural tapestry and reflect the complexity of the human experience.

## CULTURAL DIVERSITY

Live music showcases the diversity of cultures, genres, and musical traditions. It serves as a platform for preserving and celebrating cultural heritage, allowing different communities to share their stories through the universal language of music.

## HUMAN CONNECTION

Live music is a powerful medium for human expression, fostering a direct emotional connection between musicians and the audience. This shared experience creates a sense of community and cultural unity.

## EMOTIONAL IMPACT

Live performances offer a visceral and emotionally charged experience that is challenging for AI to replicate. The spontaneity, imperfections, and raw energy of a human performance contribute to a powerful and memorable encounter for the audience.

## CREATIVE INNOVATION

Human musicians constantly push boundaries, experiment, and innovate, driving the evolution of music. This dynamic creativity leads to the emergence of new genres, styles, and artistic approaches, enriching the overall musical landscape.

## SUPPORTING COMMUNITY

Promoting live music by local artists supports the growth and sustainability of local music. This, in turn, contributes to the economic and cultural development of communities by attracting audiences and fostering a vibrant artistic ecosystem.

## PRESERVING HUMAN SKILLS

Live music relies on a range of skills from instrument mastery to vocal techniques and stage presence. Encouraging human-made music helps preserve and pass on these skills to future generations, maintaining a connection to traditional forms of artistic expression.

## ENCOURAGING ARTISTS

Supporting human musicians helps sustain artistic careers and livelihoods. This encouragement is essential for artists to continue creating, refining their craft, and contributing to the cultural fabric of society.