



*Experience pure music*

**CONCERTS**

IN THE DARK

*the vision*

When you listen to your favourite song and automatically close your eyes - all of the sudden you feel the music much deeper within you, we understand the lyrics much clearer and involve with the whole song.

This concert is not a common concert. It's not about the coolest look of the artist, the craziest festival outfits or the best dance moves. Without all the outside impact, you start to feel the music again and observe how your body and mind replies to it. Concerts in the dark is trying to create this moment for a whole concert.

*the concept*

- The singer is a local singer songwriter
- No one will know who the singer is until the end of the concert
- The audience is sitting in a pitch black room during the concert
- Concert duration is 2.5h incl 30 mins break
- Location: cozy venues with a nice atmosphere (will be held at different places, fitting 50-100 people)
- The goal: increase people's concousness and going back to the real meaning and roots of music

*contact*

Email: [info@concertsinthedark.com.au](mailto:info@concertsinthedark.com.au)



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# **Sponsorships Level**

## **Concert Sponsor (max 3/concert) - \$300**

- listed as sponsor with logo in sponsor section on website
- „supported by“ in the description on Facebook and ticketshop
- 1 individual post on Facebook and Instagram as sponsor (incl. logo and link to sponsor website/social media) – content will be discussed (discounts and advertisement possible)
- Logo on cover picture of the event ticketshop
- Logo on all other marketing materials like poster, flyer
- introduction in newsletter as sponsor of the event
- Onsite „Sponsor table“ – product samples, flyer and/or business cards for all guests of the concert (need to be provided by the sponsor)

### **marketing channel**

Website: [www.concertsinthedark.com.au](http://www.concertsinthedark.com.au)

Facebook: [www.facebook.com/concertsinthedark](http://www.facebook.com/concertsinthedark)

Instagram: @concerts.in.the.dark

Word-of-Mouth Marketing

Sponsorships