

MAKE MUSIC Knoxville



SATURDAY, JUNE 21, 2026, IS MAKE MUSIC DAY KNOXVILLE!

On **Sunday, June 21**, Knoxville will celebrate **Make Music Day 2026** in conjunction with more than 2,000 cities around the world. This one-day celebration is a free and open invitation for everyone to experience the joy of music-making.

MMK mobilizes the community to self-produce a collaborative **city-wide celebration** where music is the medium and independent businesses and nontraditional venues are the location.

Make Music Knoxville is a fantastic opportunity to align your brand with a free, family-friendly event celebrating music of all kinds. We offer sponsorship opportunities ranging from \$1,000 to \$5,000. MMK is program of the Arts & Culture Alliance of Greater Knoxville, a registered 501(c)(3) nonprofit.



Why Make Music Knoxville?

Your investment will ensure:

1. Amateur musicians of all ages can experience the joy of performing and feel part of a larger musical community
2. Passers-by can experience a delightful range of live music **completely free**
3. Knoxville's local music scene will be showcased to the country via a nationwide Make Music Day PR campaign



Audience Reach

6,400 Email Subscribers
5,180 Instagram Followers
4,000 Facebook Followers

Sponsorship Opportunities

MAKE MUSIC
Knoxville



Friend

Logo in 10+ email blasts
(5,800 subscribers)

Logo in print & digital
marketing materials

Two (2) social media mentions

Logo on Make Music Knoxville
website for one (1) year

\$1,000



Patron

All Friend incentives

Naming rights to one (1) venue

Verbal recognition in intro
speeches at venue

Partner feature in one (1)
email blast

Opportunity to distribute
promotional items

\$2,500



Presenter

All Friend & Patron incentives

"Presented by" feature title

Verbal recognition at all venues

Permission to capture event
footage for future use

Offer category exclusivity
and right of first refusal for
2027

\$5,000



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Arts & Culture **Alliance**