MAKE MUSIC Knoxville



MONDAY, JUNE 21, 2027, IS MAKE MUSIC DAY KNOXVILLE!

On **Monday, June 21,** Knoxville will celebrate **Make Music Day 2027** 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

Arts&CultureAlliance

Audience Reach

6,400 Email Subscribers
5,700 Instagram Followers
5,200 Facebook Followers

Sponsorship Opportunities

MAKE MUSIC Knoxville

Friend

- Logo in 10+ email blasts (6,400 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 2028

$5,000



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