



## 2024 Sponsorship Packet

Thank you for your interest in sponsoring the hum for the upcoming 2024 season! Next spring the hum will be opening for its 3rd full season and plans to curate approximately 10 events throughout 2024.

About the hum: the hum is a 1,000 capacity general admission outdoor amphitheater located in the heart of Hickory, NC and a 5 minute walk from Union Square in Downtown, providing our community a one of a kind outdoor event space (more detailed information about the hum and our mission is at the end of this document).

As a 2024 sponsor of the hum you will receive...



VIP Season Tickets: VIP season tickets allows each patron admission to all events at the hum in 2024 and express entry into the venue through our VIP gate.



VIP Parking Passes: VIP parking passes allow one car to park in our grass lot adjacent to the venue at all events in 2024.



Banner Placement: Your company will receive a banner prominently placed at the venue during all events in 2024. Each banner is sized 104"x 44" (approximately 1 section of chain link fence)



Website Placement: Your company logo on the hum's sponsorship page with a hot link back to your website through 2024.



Social Media Recognition: Your logo will be included in each of the venue's paid social media advertisements that promote each hum event. Impressions from these social media advertisements in 2023 totaled over 524,000 impressions from our community (inside 30 miles). the hum will also make organic posts throughout the season highlighting our sponsors.



Email Newsletter Recognition: Each sponsor will be included in each monthly email newsletter sent from the hum to our patrons. Each newsletter will include your company logo and link back to the hum's sponsorship page.

For questions and more information please contact Andrew Moose (co-owner and operator of the hum) [moose@thehum.live](mailto:moose@thehum.live) or 828.388.5725



## 2024 Sponsorship Levels

### Presenting Sponsor Level: \$10,000

- Input on the band or genre selection for your company's presenting sponsor event
- 200 general admission tickets and 20 VIP parking passes for your company's presenting sponsor event
- Your company banner displayed on stage at your presenting sponsor event
- 10 VIP Season Tickets
- 3 VIP Parking Passes
- Website / Social Media / Email newsletter recognition
- Company banner at the the hum
- Live Emcee shoutouts at every event

### The Charm Sponsorship Level: \$5,000

- 10 VIP Season Tickets
- 3 VIP Parking Passes
- Website / Social Media / Email newsletter recognition
- Company banner at the the hum
- Live Emcee shoutouts at every event

### The Nest Sponsorship Level: \$3,000

- 4 VIP Season Tickets
- 1 VIP Parking Pass
- Website / Social Media / Email Newsletter recognition
- Company banner at the the hum
- Live Emcee shoutouts at every event



Check out the hum's [YouTube](#), [Facebook](#), and [Instagram](#)!



**We Can't Wait to See You in 2024!**



### **More Info about the hum:**

the hum music venue was manifested from a vision of music, business and community minded people to provide Hickory, NC and surrounding areas an outdoor music and event space unlike any other in our community.

In April of 2020, Andrew Moose, Gavin Mitchell, Barrett Mitchell and Jim Mitchell after initial conversations, curated small focus groups to gain key information from friends and neighbors to find out specific interests by asking simple but key questions.. including "what do you want to see in a music venue here in Hickory?" Their replies were a resounding "a different vibe than what we currently have," "an outside venue," "a space that Hickory can be proud of" and most importantly "family friendly". the hum listened and in April 2021 the hum HKY LLC was officially created and those ideas were launched into action.

In the May 2021 the hum HKY met with key community members including City of Hickory employees, Hickory Police Department, etc. to receive input and go ahead. Their unwavering support has been key to our initial success.

In October 2021 the hum held its soft opening with over 300 patrons and affirmed the initial phase 1 model that Hickory would support an outdoor amphitheater venue.

In our first 2 seasons the hum has provided Hickory 30 unique shows that have expanded musical genres and have brought all walks of life together. the hum strives to be a space that is an exciting destination, a gathering place for friends and a community point of pride for both citizens and visitors to Hickory.

the hum in it's first 2 seasons has supported the City of Hickory by:

1. Providing multiple job opportunities for the Hickory community. The hum during our season is able to employ 10 community members to be our full time staff. One particular point of pride is that the hum's first season we were able to partner with Friends of Hickory and "The Den" to provide unique job opportunities to newly sober individuals who are in the process of completing The Den curriculum, which includes integrating back into our community through gainful employment. As expected, The Den employees proved to be invaluable members of our team.
2. Providing a space for food truck vendors from our local area to serve the hum patrons at each event. Each food truck vendor was provided space at the hum to vend free of charge to give our patrons great food options.
3. Providing a space for musicians showcase their talents. Each band that performed at the hum this season had ties to our region. The ability to showcase this music from our region was paramount to our mission. the hum hired a Hickory based sound company to provide sound and stage at each event.
4. Partnering with local non-profit organizations for each event in our second season. The hum provided each organization an opportunity to receive donations online through our online ticket sales portal, as well as providing space for the organization to market themselves at each event. These organizations include The Corner Table (Backpack Program), Council on Adolescents, City of Hickory's Truck or Treat, GHCCM, Walk with Me Healing Steps, Walk for ALZ, and Safe Harbor.

5. Providing our community with a one of a kind family friendly outdoor amphitheater that will play a part in improving our culture as a city. Having an outdoor amphitheater as the hum in Hickory will serve as a cultural hub in our area for our citizens as well as providing a destination for others outside our community. Our goal is to not only to bring people to Hickory but to keep people in Hickory.

In the past 3 years the hum has grown from a fleeting idea between old friends to the acknowledgement of a cultural need in our community to a fully operational 1000 seat capacity outdoor concert venue. 3 years ago our location was an underserved area in Southwest Hickory that was in disrepair to now an uplifted vibrant event space.

In the hum's first 2 seasons we have witnessed thousands of unique patrons entering our gates, food trucks completely selling out of food at almost every event, kids playing outside being immersed in music, non-profits being spotlighted and most importantly creating a new music scene in our community where patrons of all ages and races have the opportunity to gather for the common good of music.

Our goals for the next few years are lofty and require an immense community buy-in. Our plan is to stay our course with the help of key partners to continue to make the hum Hickory's best place for live outdoor music.