

VENUE OF THE **YEAR** | **5** POLLSTAR NOMINATIONS | **8** ACM NOMINATIONS | **4** CMA NOMINATIONS | **IEBA** NOMINATION



Bank of New Hampshire Pavilion

THE **BRANDING** OF **LIVE** **POWER** OF ENTERTAINMENT



ROCK THE MASSES!

BE A PART OF THE EXPERIENCE

ONE OF THE "10 BEST CONCERT VENUES ACROSS THE USA" - USA TODAY

THE BRANDING OF LIVE POWER OF ENTERTAINMENT

Concertgoers make for the best audience. They are highly desirable consumers as they are active, have large disposable incomes, and are emotionally connected to their experiences at our venue.

— **ROCK THE MASSES** —

OUR NUMBERS

MEET THE FANS

2017 TOTAL ATTENDANCE **231,353**

INCOME:

50% HAVE AN ANNUAL HOUSEHOLD INCOME OVER \$100,000

AGE

5% 18-24 18% 25-34 31% 45-54
27% 35-44 19% 55+

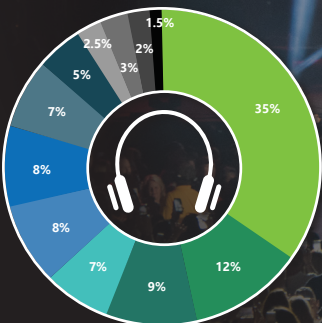
REGION

3% OTHER 7% ME
11% VT,NY,NJ,CT & RI
18% MA 61% NH

GENDER

61% FEMALE
39% MALE

IN 2017 34,184 NEW GUESTS CAME THROUGH OUR GATES



HOW WE SPEND OUR MONEY ON MUSIC

- Buying admission To live music concerts
- Buying CDs
- Satellite radio subscription
- Buying music gift cards for others
- Buying admissions to music festivals
- Buying digital tracks
- Buying digital albums
- Paying cover to small live music sessions
- Buying other forms of music (vinyl, cassettes)
- Paid online music streaming services
- Buying admission to DJ event (specified DJ)
- Buying admission to DJ event (unspecified DJ)

GOOGLE ANALYTICS

48% RETURNING VISITORS

1,723,808 SESSIONS

7,144,287 PAGE VIEWS

52% NEW VISITORS

890,120 UNIQUE VISITORS

4.14 PAGES VISITED

CONCERTS AREN'T SOLELY A PHYSICAL EVENT ANYMORE. A CONCERTGOER'S EXPERIENCE OFTEN BEGINS ONLINE, WITH THEIR TICKET PURCHASE, AND THEN LIVES ON THROUGH SOCIAL MEDIA.

SOCIAL MEDIA

162,000+ Likes

1,000+ Followers

3,900+ Followers

6,250+ Followers

Visit us on YouTube

PAVILION PULSE NEWSLETTER
90,000+ SUBSCRIBERS

PAVILION POINTS REWARDS
25,000+ MEMBERS

GET YOUR COMPANY'S MESSAGE OUT THROUGH AN EMAIL MESSAGE OR BE INCLUDED IN OUR REWARDS PROGRAM, AND GROW YOUR WEBSITE OR SOCIAL MEDIA AUDIENCE.

MORE THAN HALF (53.7%) OF THE CONCERT GOERS SURVEYED SAID THEIR ESTIMATION OF A BRAND IMPROVES WHEN THAT BRAND SPONSORS LIVE MUSIC.

OF ALL THE WAYS TO EXPERIENCE MUSIC, NIELSEN FOUND, **36% OF CONSUMERS' MONEY SPENT GOES TOWARD LIVE EVENTS**, FAR AND AWAY THE MOST POPULAR WAY OF CONSUMING MUSIC.



9,600 CAPACITY AMPHITHEATER

on the shores of beautiful LAKE WINNIPESAUKEE in Gilford, NH.

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**NAMING RIGHTS
OPPORTUNITIES**

CUSTOM EVENTS

VENUE SIGNAGE

ON-SITE ACTIVATIONS

**CONSUMER
PROMOTIONS**

**PROMOTIONAL
DISPLAY SPACE**

SPONSORSHIP IS...

"...the most direct channel of communication, as it reaches people in an environment that matches their lifestyle rather than intruding upon it.

Sponsorship speaks to the public not at them." - IEG Sponsorship Reports

— **PASSION** — **REACH** — **ENGAGEMENT** —

**EXPERIENTIAL
MARKETING**

BRANDED CONTENT

DATA & ANALYTICS

DIGITAL MEDIA


TARGET YOUR DEMO

**SEASON TICKETS
& HOSPITALITY**

PARTNERSHIP IS...

Working together with a company in a mutually beneficial relationship.
Consistently growing together to create unique and successful ways to
reach desired goals with products or services to deliver the
ultimate return on investments.

WITH PARTNERSHIP LEVELS BEGINNING AT \$10K FOR SEASON LONG PROGRAMS, OUR VENUE PARTNERSHIP TEAM WILL CUSTOMIZE AND WORK CLOSELY WITH EACH COMPANY TO BUILD A PROGRAM WITH ELEMENTS THAT DIRECTLY COMPLIMENT THE SALES/MARKETING AND BUDGET OBJECTIVES OF EACH COMPANIES UNIQUE GOALS.



"Bank of New Hampshire is thrilled to be the naming rights partner of Bank of New Hampshire Pavilion. Our staff is involved in the experience by being onsite for each performance, to engage the pavilion audience with games and giveaways. This enables the bank to get in front of hundreds of thousands of potential customers as well as creating tremendous benefits for our existing customers! We truly are Partners in Perfect Harmony."

 **VICKIE ROUTHIER,**
Senior VP, Director of Marketing & Public Relations

"Our sponsorship with Bank of New Hampshire Pavilion has assisted greatly in accelerating our business initiatives, and breaking through competitive clutter while developing an experiential marketing platform for the consumer. We are proud to be affiliated with Bank of New Hampshire Pavilion and look forward to a long standing partnership."

 **SUSANNAH SMITH,**
On Premise Director

"Southern New Hampshire University choses to be a sponsor at Bank of New Hampshire Pavilion because we are able to get in front of so many people, especially the demographic we want to reach, young people; and we are able to reach them in a very meaningful way. Bank of New Hampshire Pavilion puts together attractive packages for us that make it very worthwhile to be a partner here. The Corporate Development team takes personalized, one on one care. They learn about their clients. They know what is important to us and they work to craft a package that is perfect for us."

 **STEVE BOUCHER,**
Director of Marketing and Communications

**REACH THE
MASSES!**

**THE BRANDING OF LIVE
POWER ENTERTAINMENT**

 **Bank of New Hampshire Pavilion**
banknhpavilion.com • Gilford, NH • 603.293.4700