



PRESENTED BY PATRICK LAMB PRODUCTIONS

Legends Live Tribute Festival

Where Legends Live Again

SPONSORSHIP PROSPECTUS

One day. Four legends. An alcohol-free festival the whole family can spend together — Thanksgiving weekend on Sunset Cove's lawn.

Friday, November 27, 2026 · Sunset Cove Amphitheater · Boca Raton, Florida

THANKSGIVING WEEKEND · ALL AGES · ALCOHOL-FREE

20405 Amphitheater Circle · Burt Aaronson South County Regional Park · Lakeside lawn ·
2,000+ parking spaces

LINEUP · SET TIMES · TICKETS

legendslivetributefest.com

THE OPPORTUNITY

Put your brand where the legends live again.

The Legends Live Tribute Festival is a brand-new South Florida tradition in the making — one day, four of the country's best tribute acts back to back on a single stage, bringing back Gloria Estefan, Billy Joel, Steely Dan and Journey. Staged at Sunset Cove Amphitheater in Boca Raton, on a lawn that runs down to the lake inside Burt Aaronson South County Regional Park. Doors at 3 PM, music until 13 PM, on the Friday of Thanksgiving weekend — entirely alcohol-free and open to all ages. Produced by Patrick Lamb Productions as a benefit for the Patrick Lamb Foundation for the Arts, it places your brand in front of up to 5,000 people across an eight-hour day, with 2,000+ parking and no incumbent presenting sponsor in the way.

5,000

Fans On The Day

6,000

Venue Ceiling

8

Hours of Music

4

Legendary Acts

**Fri
Nov 27**

2026

WHY IT WORKS FOR SPONSORS

An audience worth reaching.

- **Three generations, together, with grown-up money** — grandparents, parents and kids on one blanket. Snowbird and second-home families across West Boca and South Palm Beach County, reunited for the holiday.
- **The one weekend everyone is already here** — Thanksgiving Friday, relatives in town, nothing on the calendar. Doors 3 PM, 2,000+ parking, food trucks, re-entry until 8 PM. Fully cashless, so your redemption data is clean.
- **A family-safe environment brands can stand next to** — no bar, no beer garden, no age gate. For sponsors whose guidelines rule out alcohol events — banks, hospitals, insurers, credit unions, family practices — this is a festival they can say yes to.
- **Year-one ground floor, in a venue with room to grow** — planning for 5,000 in a venue that holds 6,000. Inaugural sponsors lock in the lowest rates, category exclusivity, and first right to renew.
- **A cause attached to the day** — a benefit for the Patrick Lamb Foundation for the Arts, supporting live music and arts education locally. A community story, not just a logo.

THE VENUE

A lakeside lawn built for nights like this.



Sunset Cove Amphitheater — the covered stage at showtime, and the lawn the way this audience uses it: chairs, blankets, picnics, sunset.

6,000

LAKESIDE LAWN

1,700

SQ FT COVERED STAGE

2,000+

PARKING SPACES

3 PM

DOORS, ONE DAY

ONLY AT SUNSET COVE

Sponsorships you can't buy anywhere else.

Signature moments built around this venue — the lake, the sunset, the lawn, and the West Boca community around it. Own one outright, or add it to any level.

- **The Golden Hour** — presenting sponsor of the nightly sunset set: the on-screen countdown to sunset over the lake, the golden-hour toast, and the signature photo moment — in your name.
- **Finale Over the Lake** — a fireworks or drone-show finale over the water to close the day, presented by your brand. (County-permitted with 30 days' notice.)
- **The Festival Blanket** — there is no fixed seating at Sunset Cove; it is all lawn. A co-branded festival blanket is used all night, photographed endlessly, and goes home with them.
- **Chair, Shade & The Oasis** — branded lawn-chair rental, shade pavilion, and the free water-refill station every guest visits twice.
- **Parking, Presented By** — all 2,000+ free spaces: your signage at every lot entrance and a branded windshield drop. The first and last thing every single guest touches.
- **The Hometown Block** — underwrite family ticket blocks for West Boca teachers, first responders, and veterans — announced from the stage with your name on it.
- **The Family Zone** — a branded early-evening family lawn zone facing the water, with games and activities for kids, in the county's flagship family park.

SPONSORSHIP LEVELS

Choose your stage.

Every level is customizable, and benefits are cumulative — each tier includes everything in the tiers below it.

Category exclusivity begins at The Encore level. Prices are a starting point; let's build the package around your goals.

The Headliner

\$25,000***Presenting / Title Sponsor · 1 available — exclusive***

Everything in The Encore, plus:

- Naming integration: "Legends Live Tribute Festival, presented by [Your Brand]" on all marketing, signage, and press
- Event naming rights across all communications, badges, and credentials
- Gobo light projection of your logo at the venue
- A 25-ft hero banner, stage-wing branding, and the main-stage step-and-repeat
- Stage backdrop, podium, and lectern branding
- Branded lanyards, wristbands, badges, and credentials festival-wide
- Cover of the printed program and the branded festival map
- A featured write-up / profile in the program and newsletter
- Logo on the ticketing checkout flow + branded virtual backgrounds, filters, and shareable social frames
- A radio-spot package with on-air ticket giveaways featuring your brand
- A private branded VIP lounge named for your company, with dedicated host and premium hospitality
- A pre-show VIP reception for your guests and a welcome from Patrick Lamb
- 20 VIP festival passes + a private branded lakeside cabana
- Co-branded Spotify playlist feature + branded merch co-designed with the festival
- A founding-partner legacy plaque and permanent recognition
- Post-event wrap report: impressions, attendance, social reach, and photos of your brand in action

The Encore

\$15,000

Stage & Hospitality Sponsor · 2 available

Everything in The Backstage Pass, plus:

- Stage naming rights (“The [Brand] Stage”)
- A named set or headline act (“The [Brand] Sunset Set”)
- Category exclusivity — the only sponsor in your industry
- Logo on stage wings, LED video walls, and between-set screen takeovers
- Logo on all print, electronic, and citywide marketing
- A signature frozen refreshment named for your brand at the hospitality pavilion
- Sponsor identification in all event radio spots
- Dedicated sponsor-spotlight posts on Instagram, Facebook, and YouTube
- A walk-on / on-stage recognition moment during the headline set
- Year-round digital presence between events
- Right of first refusal and locked renewal pricing on your package
- 12 VIP festival passes + reserved VIP seating

The Backstage Pass

\$10,000

VIP Lounge & Hospitality Sponsor · 3 available

Everything in The Opening Act, plus:

- Branding of the VIP lounge, cabanas, or VIP entrance
- Logo on VIP signage, wristbands, and lounge collateral
- Floor decals, table tents, and reserved seat-row markers
- Backstage access and an artist meet-and-greet with Patrick Lamb
- Dedicated VIP entrance, restrooms, and fast-track entry for your guests
- 8 VIP festival passes + a reserved lakeside cabana
- On-site activation space to sample or showcase your product
- A sponsored landing page with an exclusive offer or discount code
- An invitation to appear on a morning-TV segment
- An annual partner-appreciation dinner with the producer

The Opening Act

\$5,000

Festival Partner · 6 available

Everything in The Roadie, plus:

- Logo on festival signage, website, and app
- An à-la-carte activation: charging station, hydration station, or photo booth
- A named feature moment — the toast, the countdown, or the welcome
- Named mention in all press releases and media interviews
- Co-branded press kit and inclusion in the photo / video recap reel
- Featured inclusion in the monthly newsletter (12,000+ subscribers) and pre-event email blasts
- A ticket allotment you can gift to clients or employees
- 6 GA festival passes + 4 VIP upgrades
- A public thank-you from the stage
- Year-round acknowledgement in newsletters and social
- First look and first offer on next year's package

The Roadie

\$2,500

Supporting Sponsor · open

Everything in Friend of the Fest, plus:

- Logo on the festival website and on-site supporter signage
- Logo on the branded festival map
- Name and logo in written media, radio, and TV placements
- 4 GA festival passes + 2 VIP upgrades with premium seating
- Year-2 pre-sale priority and locked-in renewal pricing
- Inclusion in a group social post and the festival newsletter

Friend of the Fest

\$1,000

Community Supporter · open

- Name and logo, with hyperlink, on the website supporters page and on-site
- 2 GA festival passes
- A thank-you in the festival newsletter

MEDIA PARTNERSHIP →

MEDIA PARTNERSHIP

Tell the story. Own the airwaves.

Reserved for broadcast, print, and digital outlets. In exchange for a committed promotional schedule valued at \$25,000+ — on-air spots, ad inventory, editorial coverage, and social amplification — your outlet receives the festival's full top-tier benefits, plus access no cash sponsor gets.

The Amplifier — Media Sponsor

In-Kind

Official Media Partner · 3 available — one each: radio, TV, print/digital

Full Headliner-level benefits (excluding title naming rights), plus:

- "Official Media Partner of the Legends Live Tribute Festival" designation on all marketing, signage, and press
- Media-category exclusivity — the only partner in your medium
- Logo on stage wings, LED video walls, hero banner, step-and-repeat, printed program, festival map, website, and app
- On-site broadcast booth / live-remote position all day
- Your on-air personality introduces the headline act
- Exclusive backstage artist interviews and behind-the-scenes content access
- Branded media lounge and first access to all festival announcements and press releases
- Co-branded ticket-giveaway contests for your audience
- An on-stage recognition moment during the headline set
- 20 VIP festival passes + a private branded lakeside cabana
- A pre-show VIP reception for your team and a welcome from Patrick Lamb
- Dedicated sponsor-spotlight posts on Instagram, Facebook, and YouTube
- Right of first refusal on the media partnership for Year 2
- Post-event wrap report: impressions, attendance, social reach, and photos of your brand in action

À LA CARTE ACTIVATIONS →

Own one unforgettable moment.

Prefer to own a single high-visibility touchpoint? Add any of these to a package, or sponsor one outright.

- Lakeside Cabana Sponsor · Wristband / Lanyard Sponsor · Photo-Booth Sponsor
- Charging-Station Sponsor · Hydration-Station Sponsor · Festival Wi-Fi Sponsor
- After-Party Sponsor · Rideshare & Valet Drop-Zone Sponsor · Encore / Headline-Set Sponsor
- Hotel Welcome-Gift Sponsor · Signature-Refreshment Sponsor · Sustainability / Reusable-Cup Sponsor

THE TRACK RECORD

Sponsors have been backing these nights for years.

This festival is new. The producer is not. Patrick Lamb Productions has been building sold-out, sponsor-funded events — and delivering for the companies that back them — for more than a decade.

- **Patrick Lamb's Charlie Brown Christmas** — an annual benefit concert now in its third year, staged at the Ritz-Carlton and at Mount Hood Community College, raising money for Transitional Youth and Bridge Meadows. Sponsors have bought in at up to \$20,000 a night.
- **The New Year's Eve Governor's Ball** — a full-building production at the historic Sentinel Hotel with dinner, aerial artists, three floors of entertainment and a midnight toast, benefiting the Children's Cancer Association. Title sponsorship sold at \$20,000.
- **Jazz at the Oxford** — a long-running, repeatedly sold-out concert series Patrick produces and performs, proof that this audience buys tickets to the same room again and again.
- **A 12,000-subscriber audience** that has received every one of those events — and receives this one, monthly, as part of every sponsorship on the preceding pages.

WHY PEOPLE COME BACK

Built for the people who lived through it.

- **The artist behind it is the draw.** Three Top 5 Billboard hits, twelve charting releases, Oregon Music Hall of Fame, three-time Muddy Award winner — and a touring résumé that includes Smokey Robinson, Bobby Caldwell, Gino Vannelli and Diane Schuur.
- **He has played the rooms this audience respects.** The Kennedy Center, the White House, sold-out nights with the Oregon Symphony at Arlene Schnitzer Concert Hall, Blue Note Napa, Iridium, Scullers, Java Jazz Jakarta, Berks Jazz Fest and the Gold Coast Jazz Series.
- **The music is the music they lived through.** Gloria Estefan, Billy Joel, Steely Dan and Journey — performed by tribute acts that fill rooms nationwide. Doors at 3 PM, all ages, eight hours of music — and not a drink in sight.
- **And the sponsor field is wide open.** No incumbent presenting sponsor, no claimed media partner, no category already spoken for. Everything in this prospectus is available for the first time.

Let's put your brand on the marquee.

Reserve your level — or design a custom partnership — before inaugural inventory and category exclusivities are claimed.

Patrick Lamb · Producer, Patrick Lamb Productions

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