

2nd Oakland Indie Festival

Saturday, April 20th

Flagstaff Hill (12-11 PM)

2024 SPONSOR PACKET



April 29th, 2023

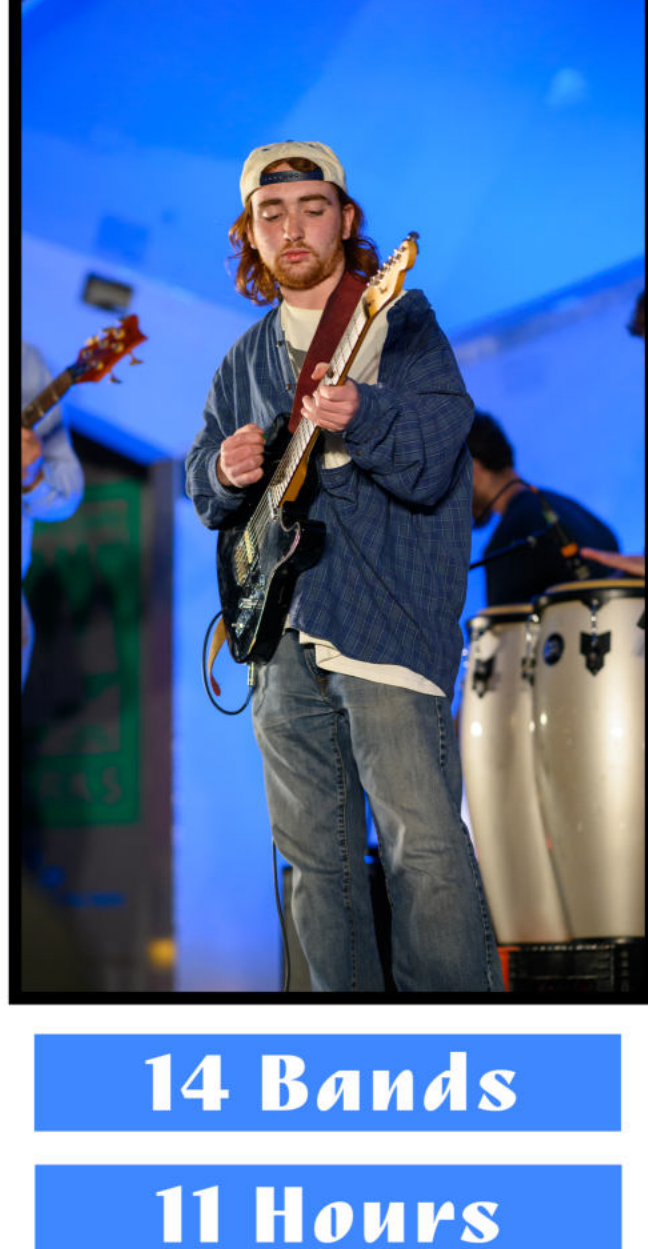
2023 Oakland Indie Festival

FESTIVAL OVERVIEW

The Oakland Indie Festival is an eleven hour music festival taking place in Schenley Park on Flagstaff Hill. The festival is collecting funds to assist in establishing a permanent music venue in Oakland.

Last years festival drew in over 1,000 attendees to support those affected by the East Palestine Train Derailment, ultimately donating \$3000 to the nonprofit The Way Station Inc., East Palestine School District, and the Walker family.

This year, we are continuing to grow the festival as we raise funds for a new cause and offer more ways for businesses and organizations to get involved.



14 Bands

11 Hours

MEET THE ORGANIZERS

Post Genre is a volunteer-based organization born out of Oakland's DIY music scene. Post Genre is made up of musicians, artists, sound/lighting engineers, event organizers, photographers, videographers, editors, writers, and we welcome anyone who is passionate and wants to learn!

Over the last year, we have had the opportunity to host several festivals and two installments of our live concert series, "Live From Oakland".



FESTIVAL'S MISSION

Post Genre has had a simple goal for the last year: to create an independent music venue in Oakland.

Despite Oakland's thriving live music community, it currently has no permanent home. In the fall of 2023 we hosted a concert series called "Live From Oakland: The Music Moves Forward" where we transformed an office space into a music venue for five concerts. The success of the series enabled us to hold our second installment, "Live From Oakland: Genesis" in the vacant church on Atwood street. This was a three show series where each concert sold out faster than the last.

The next step is to establish a permanent home for live music in Oakland. This is the missing piece that will allow artists and music lovers to come together to create a sustainable home for our creative community.

Profits generated through the festival will go towards a start-up fund to help cover opening expenses at the space, such as staging, curtains, rigging, and more.



SPONSORSHIP OPPORTUNITIES



BRONZE TIER- \$350



SILVER TIER- \$500



GOLD TIER- \$1000

Sponsorship of the 2nd Oakland Indie Festival presents an opportunity to support local musicians while connecting with thousands of local students and residents.

Our sponsorship tiers offer opportunities for local business and organizations off all sizes to participate.

Bronze Tier - \$350

•Placement on **festival merchandise**.

•Recognition as a sponsor **during the festival** and on the **website**.

Silver Tier - \$500

•Placement on festival merchandise

•Recognition as a sponsor during the festival and on the website.

•Placement on **festival Banner** during event

•Individual **highlight post** on our socials

Gold Tier - \$1000

•Placement on festival merchandise

•Recognition as a sponsor during the festival and on the website.

•Placement of Festival Banner during event

•Individual highlight post on our socials

•**Namesake sponsor of stage**

READY TO BECOME A SPONSOR?

Contact Adam at sponsors@postgenre.world for more information