

LIVE FROM OAKLAND
SERIES 2 **SPONSOR PACKET**



POST GENRE.





LIVE FROM OAKLAND

The Music Moves Forward →

Live From Oakland was a five-part concert series held in partnership with the Pittsburgh Innovation District to showcase artists from the Oakland Neighborhood in Pittsburgh as they record a in-person, live album.

The series provided audiences with the opportunity to experience live music in a more professional setting than what is otherwise available, like kitchens, basements, and backyards

Serving as a catalyst, the series was successful in helping push the Oakland music scene toward a more consistent and higher-production value environment.

Hundreds of students and local residents came together to support local musicians, growing attendance with each show and helping draw attention to the musicians here in Oakland.





So what type of music do we support? We believe in the artists who don't fit into a single category, because life can't be defined in just one category, and creation stems from the human experience. No person is just one thing – good, bad, serious, or sad. All of us are all of those things, and as music is a reflection of life, we support the artists who are sharing their own truths, no matter what they sound like, in the hopes that it might bring us a little bit closer.

MISSION

Post Genre is a mission driven organization focused on connecting the Oakland music scene with its larger community. We believe the connective quality of live music can be used as a tool to redefine a more vibrant and resilient artistic culture in Pittsburgh.

Our "steel city" was an industrial backbone to the growing United States, and now as the country evolves toward healthcare and technology, Pittsburgh is moving with it. As we grow and gain access to more resources, Post-Genre aims to protect and develop our cities' cultural roots.





SERIES 1

Live From Oakland "The Music Moves Forward" Concert Series served as the beginning of a new entertainment and creative era for artists living in the Oakland Area. The series consisted of five volumes, each featuring three local bands at each at each show. The series saw over 400 attendees across its five volumes, generating over **\$4,300 in ticket sales**.

More than just the Music

Alongside the musicians, our team of 30+ young professionals worked together behind the scenes to make this series possible. This team included photographers, videographers, graphic designers, audio/lighting engineers, social media coordinators, and more!



15 Bands

400+ Tickets Sold

30+ Staff

SERIES 2

Following the positive feedback received from Series 1, we plan to continue the series at a new location. Series 2 will include three shows on: Saturday, February 3rd and 4th, and Friday, March 1st. Each show will feature three local musical acts as they perform and record in front of a live audience.

The first show of the series will include performances from bands: Heading North, Claycoast, and 9Fiftyseven. Shows two and three will feature album releases. Moontown's release will have supporting acts FOSH and Pitter Patter, while Funky Lamp's will be followed by the series finale with supporting acts Trip Lotus and Wild Blue Yonder.





SERIES 2 LOCATION

Live From Oakland 'Series 2' will take place at the former Holy Spirit Greek Orthodox Church, located at 401 Atwood St. in South Oakland. The church will be temporarily transformed into a venue for live concerts, featuring a portable stage, professional audio equipment, and various lighting fixtures. With our Series 1 shows nearly reaching full capacity, the church can now accommodate a significantly larger audience.

Venues like The Decade, Electric Banana, and Syria Mosque, which once dominated Pittsburgh's live music scene, are all gone. Through this series, we aim to take a step towards establishing a permanent home for live music in Oakland.



SPONSORSHIP

To assist in covering the series expenses and converting the church into a live music venue, three sponsorship opportunities will be available for each of the shows. Sponsorship is priced at \$200 and includes placement on the series merchandise, show posters, social media posts, as well as recognition throughout the show.

Series Dates:

Saturday, February 3rd

Saturday, February 17th

Friday, March 1st.



To inquire about Sponsorship, email Adam at sponsors@postgenre.world



Ready to join Us?

Email Adam at sponsors@postgenre.world for more information!