Rockin' the Downs
Concert Series
BATAVIA DOWNS
GAMING & HOTEL

2026 SPONSORSHIP OPPORTUNITIES

Be a part of Western New York's
Premier Summer Concert Series!

- ★ REACH THOUSANDS OF FANS
- ★ BOOST YOUR BRAND
- ★ ROCK THE SUMMER WITH US

www.bataviaconcerts.com

















ROCK THE SUMMER | ROCK YOUR BRAND | ROCKIN' THE DOWNS 2026

Over 160,000 website visits June through August

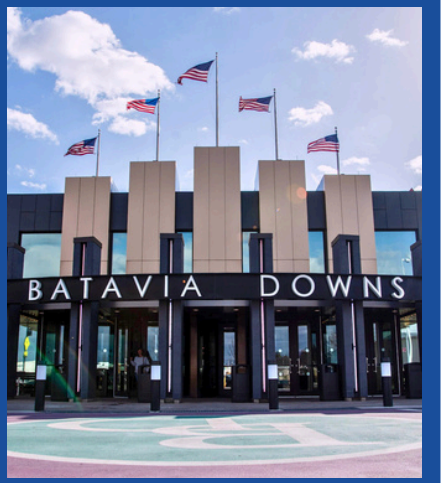
Our concert page receives the highest traffic overall!

www.bataviadownsgaming.com

84,000+ visitors a month

Your logo and/or ad will be displayed on in-house TV's during the concert series.

19 hours of ads | 7 days a week



EVERY SPONSOR RECEIVES:

- Top Recognition: Prominent logo placement on concert scrim, venue banners, and throughout concert marketing.
- Website & Digital Promotion: Your logo featured on the Batavia Downs website, social media, and e-blasts.
- Banner placement: On-site branding throughout the concert grounds.
- Marketing Materials: Inclusion in all promotional and advertising pieces for the series.
- Personalization Options: We work with you to tailer activations that matter most to your brand—whether it's VIP experiences, fan engagement stations, giveaways, or hospitality.

PACKAGE LEVELS

Presenting Sponsor - call for details

- Logo on shared media support/Batavia media post
- Hotel room per concert
- **10 Premium** tickets each concert
- **10 VIP tickets** each concert
- **100 General Admission** each concert
- Company logo and name mentioned in all Rockin' the Downs concert media advertising including Radio, TV, Print and Digital
- Company ad presented on outdoor digital signage
- In-house TV ads

Diamond Sponsor - 20K

- **6 Premium** tickets each concert
- **10 VIP** tickets each concert
- **50 General Admission** each concert
- Company logo on Batavia Downs website
- Company ad presented on outdoor digital signage

Platinum Sponsor - 10K

- **4 Premium** tickets each concert
- **10 VIP** tickets each concert
- **25 General Admission** each concert

Gold Sponsor - 5K

- **8 VIP** tickets each concert
- **20 General Admission** each concert

Silver Sponsor - 3K

- **6 VIP** tickets each concert
- **15 General Admission** each concert

Call for customizations!

All sponsorship levels have personalized add-ons!
Ex: Your logo on our golf cart shuttles.

Social Media Reach

Data from June-August 2025

facebook.com/bataviadowns

Followers - 51K
Organic Reach - 6.4M
Paid reach - 171K

instagram.com/bataviadowns

Followers - 4.3K
Reach - 30K

twitter.com/BataviaDowns

Followers - 5.7K
Impressions - 150K

ASK ABOUT IN HOUSE TV ADS!

WHY SPONSOR?

Massive Reach

50,000+ attendees every concert season!

85,000 + visitors a month to Batavia Downs That come from all demographics, professions, and families.

Year-Round Exposure

Your brand. Everywhere.
TV advertising, trackside signage, social media, live program ads, and concert banners, email blast — all year long.

Community Connection

Engage directly with our audience that reside locally, in WNY, Rochester, & surrounding counties, strenthing your brand's local exposure.

Custom Opportunities

Be a part of our Concert Series, live racing, or events, as we will build a package that highlights your brand and needs.








ASK ABOUT OUR

VIP CHALET EXPERIENCE

A PREMIUM CONCERT EXPERIENCE

Your own personalized up close spot at any or all concerts!

PRIME LOCATION | PRIVACY
COMFORT | EXCLUSIVITY

YOU'RE GOING TO LOVE PARTNERING WITH US!

If you are interested in a sponsorship or chalet, please contact

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