



2026 SPONSORSHIP OPPORTUNITIES

FabFest – Charlotte’s Beatles Festival

October 2-3, 2026



Since 2019, *FabFest* has brought thousands of people together across generations and cultures through the timeless music of the Beatles.

Held in the heart of Charlotte, this two-day celebration kicks off with a cherished local tradition: the **Tosco Music Beatles Tribute**, a dynamic concert at the 1,200-seat **Knight Theater**. This popular event features artists of all ages and musical styles performing Beatles songs—with joyful audience singalongs throughout the night!



FabFest Daytime – A Free Family Festival!

The celebration continues the next day at **The Parr Center at CPCC**, with *FabFest Daytime*—a full day of live music, art, speakers, and hands-on activities for all ages across two stages and multiple inclusive, interactive spaces.

Indoor Highlights:

- Beatles Art Contest
- Cover Song Contest
- Beatles Trivia & Bingo
- Rare Beatles Video Screenings
- Beatles Rock Band Video Game
- Speaker & Author Presentations
- FabFest Marketplace (featuring vinyl, memorabilia & more)
- Photo Booth



Outdoor Fun:

- Beatles Open Mic with Play-Along/Sing-Along
- Beatles Yoga
- Family Fun Tent with bounce house
- Face painting & balloon artist
- Yard games, food trucks, local vendors



FabFest Daytime is a free community event! This allows families of all backgrounds to experience the joy of music and community together. By making music and art accessible to all, *FabFest* strengthens family bonds, bridges generational and cultural divides, and builds a stronger, more connected community.



Become a FabFest Sponsor

Tosco Music invites your business to support this impactful event while promoting your brand to a broad, diverse audience. Sponsorship offers high-visibility marketing opportunities and meaningful community engagement.

Estimated Event Participation: 2,000+

Email Subscribers: 9,000+

Social Media Followers: 14,000+

FABFEST SPONSORSHIP LEVELS

All sponsors investing \$1,000 or more receive these base benefits:

- ✓ Logo on the back cover of the printed program
 - ✓ Logo featured for 12 months on toscomusic.org & fabfestcharlotte.org
 - ✓ Logo in email marketing to 9K+ subscribers
 - ✓ 2 Premium Tickets to Tosco Music Beatles Tribute
 - ✓ 2 VIP Lounge Passes (includes complimentary snacks, beer & wine)
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\$5,000 – Leading Sponsor

Sponsors all outdoor activities, including the outdoor stage

Includes all base benefits, plus:

- ✓ Verbal recognition from stage at the Knight Theater
 - ✓ Full-page ad in printed program
 - ✓ Dedicated sponsor post on social media (14K+ followers)
 - ✓ 4 additional premium Tribute tickets & VIP passes (total of 6)
 - ✓ Logo featured with presenting sponsor on event t-shirts
 - ✓ Logo printed on photo booth photos
 - ✓ Prominent logo placement throughout outdoor areas & stage signage:
“Sponsored by [Your Company Name]”
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\$3,000 – Sustaining Sponsor

Sponsors either the Outdoor Stage or Indoor Stage

Includes all base benefits, plus:

- ✓ Half-page ad in printed program
 - ✓ Dedicated sponsor post on social media (14K+ followers)
 - ✓ 4 additional premium Tribute tickets & VIP passes (total of 6)
 - ✓ Prominent signage at your sponsored stage: “Sponsored by [Your Company Name]”
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\$2,000 – Supporting Sponsor

Sponsors either the Family Fun Tent or the Presentation Room

Includes all base benefits, plus:


- ✓ Quarter-page ad in printed program
 - ✓ Dedicated sponsor post on social media (14K+ followers)
 - ✓ Signage at your sponsored area: “Sponsored by [Your Company Name]”
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CONTACT

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TOSCO MUSIC

John Tosco has been presenting Tosco Music Parties (TMPs) in Charlotte for more than 35 years. Tosco Music became a 501c3 nonprofit organization in 1999 whose events (TMPs, FabFest) and music outreach programs build community in Charlotte by increasing access to the arts, serving senior communities, and supporting musicians with performance opportunities and music scholarships. FabFest sponsorships fuel Tosco Music’s nonprofit mission and programs. For more information visit toscomusic.org.