

LEGENDS LIVE & LOCAL

Sponsor Information



“This is the kind of thinking we need in this town... people with big visions combining national and local talent.”— Brad Kava, Editor, Good Times Santa Cruz

Icons. Upstarts. One Stage.

Legends: Live & Local is a monthly event series—but it’s much more than a show.

It’s a platform where internationally renowned artists collaborate with rising local talent in mentorship-driven sessions that culminate in a once-in-a-lifetime performance. Think VH1 Storytellers x Live from Daryl’s House x Austin City Limits—but made in Santa Cruz.

What It Is

- 4-hour mentoring & rehearsal jam with the guest artist and local musicians (private session)
- 45-minute live, on-stage conversation filmed for release
- 4+ songs live collaboration performance with local talent and guest artist
- All performances filmed, recorded, and released online

What We’ve Done

Our first event with Jane Wiedlin of The Go-Go’s proved the concept—it sold out at 243 tickets with demand to sell out twice over. The audience spanned ages 21–70, from locals to Bay Area professionals. Coverage included *Santa Cruz Sentinel*, *Good Times*, *Lookout Santa Cruz*, local radio, and blogs. Jane’s “Our Lips Are Sealed” clip drew 13,000 YouTube views organically in one week and more than 30,000 across event videos.

Artists We’re in Talks With

- Tom Dumont (No Doubt)
- Shirley Manson (Garbage)
- David J (Bauhaus, Love & Rockets)
- Lol Tolhurst (The Cure)
- Lisa Loeb
- Mike Ness (Social Distortion)

- Will Sergeant (Echo & the Bunnymen)
- Mike Joyce (The Smiths)
- Susanna Hoffs (The Bangles)

Why Santa Cruz

Santa Cruz has long been shaped by independent thinkers whose creativity sparked music, art, and cultural movements that spread far beyond our coast. From the countercultural waves of the '60s and '70s to the surf and skate scenes that defined global style, this city has always made its own path. That spirit fuels Legends Live & Local—created by two lifelong music obsessives determined to build something unique, rooted in the energy that makes Santa Cruz unmistakably Santa Cruz.

Our Approach

Each show blends mentorship, storytelling, and performance, pairing internationally renowned artists with local talent while engaging producers, videographers, photographers, and designers from the region. More than a concert, it's a self-sustaining ecosystem.

Our Vision

Every conversation, performance, and collaboration becomes part of a living archive—capturing today's artistry and fueling generations to come. **Legends Live & Local** ensures the town is not only remembered for its past but seen as a catalyst for what comes next.

Why Us

Jennifer Otter Bickerdike — Santa Cruz native, cultural historian, best-selling author (*Being Britney*, *Eternal Flame: The Bangles*), with 30+ years in the global music business and 50+ documentaries, bringing unparalleled networks and storytelling.

Matthew Swinnerton — Founder of Event Santa Cruz, a trusted community builder who has consistently created platforms celebrating Santa Cruz's cultural life.

We're uber fans, music nerds, evangelical in our love and dedication to this artistic nexus, with the drive to combine emerging native talent with global reach to deliver enduring impact.

In Their Words

“One of the most inspiring nights of music I've had in years. It felt like the whole town came alive.” — Ben Smith, Santa Cruz local

“This format is so unique—it gave me the chance to really connect with local musicians and fans in a way I never have before.” — Jane Wiedlin, The Go-Go's

Our Advisors

- Richard Novak – Founder, NHS, Inc. (global youth culture pioneer).
- Julie Weir – Head of Music for Nations (Sony Music UK).
- Jane Wiedlin – Founding member of The Go-Go's, Rock & Roll Hall of Fame inductee.
- Richard Dawes – Partner at Dawbell, representing Paul McCartney, Elton John, Dua Lipa.
- Tom Dumont – Guitarist, No Doubt; producer and creative innovator.
- Steve Wengert – Artist Relations Manager, Apple Music; 40+ years in music.
- Susanna Hoffs – Founding member of The Bangles, acclaimed solo artist, Rock & Roll icon.
- David Dennis – Principal Product Manager, Microsoft & Co-Founder, Ventana Surfboards & Supplies.

Join Us

We're seeking partners to sustain and grow this cultural event.

How You Can Support

\$1,000 per event — Spotlight Partner

Brand Visibility

- Logo on official event poster (250 posters throughout Santa Cruz)
- Logo on event webpage
- Logo in every newsletter promoting upcoming 3L shows
- Logo featured on the final posted YouTube video of each song (4–5 videos per event)

Live Event Recognition

- Thank-you announcement from the stage at every event
- 3 VIP tickets per event (front row seating)
- Logo on screens at event

Social Media Promotion

- Tagged and thanked in all social media posts connected to the event
- Dedicated “thank you” video posted before each show

\$2,000 per event — Headliner Partner

Includes *all* Community Sponsor benefits, plus:

Premium Placement

- **More prominently displayed logo** on all printed and digital assets (posters, website, YouTube videos, newsletters, social posts)

Featured Content Opportunities

- Ability to film a **co-branded invite video** promoting the show, featuring you or your business (We produce and post this before each event)

VIP Access & Stage Integration

- Option to briefly welcome the crowd on stage (up to 30 seconds)
- 6 VIP tickets per event (front row seating)

4-event commitment required for all tiers

Presenting partner opportunity (one available) - Reach out to us if interested.

Your Benefits

- Creative Exposure: Your brand featured in press, social media, and our long-term video archive.
- Community goodwill: Tangible investment in Santa Cruz arts & youth
- Legacy: Align your brand with cultural heritage while fueling Santa Cruz's creative future

Contact

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