



# PARTY IN THE PARK CONCERT 2018 SPONSORSHIP PACKET

Stowe Park  
6:00 -10:00 pm  
Downtown  
Belmont, NC

FREE PUBLIC EVENT

*Saturday, Sept. 29*  
Trial By Fire  
Tribute to Journey  
[trialbyfirejourney.net](http://trialbyfirejourney.net)

*Saturday, Oct. 13*  
Natural Wonder  
A Stevie Wonder  
Tribute Band  
[naturalwonder-  
music.com](http://naturalwonder-music.com)

*Saturday, Oct. 27*  
Nightmare on Main  
Live Music  
Concert on S. Main  
Street

1

## *Great Exposure*

Spotlighting your business or organization with a Party in the Park Concert sponsorship can result in over-night as well as major long-term benefits. Sponsoring businesses and organizations will receive immediate exposure to a large, diverse audience with extended brand recognition for a lasting impression.

2

## *Social Environment for Professional Networking*

What can be better than establishing your company's presence in the midst of thousands of event attendees having a great time? If you are looking for a sure and quick opportunity to expand your network and build meaningful business relationships, sponsoring the concert is a great way to go.

3

## *Event Support = Economic Impact*

Belmont's concerts series have played an integral role in attracting and sustaining new restaurants and shops to Downtown Belmont over the last decade. Hotels report increased occupancy during concert weekends, prompting increased tourism and patronage of shops and restaurants. Sponsor support extends to the betterment of Belmont as a whole.

4

## *Strengthens Brand Equity*

Why not associate the favorable reputation of the Downtown Belmont concerts with your company to strengthen your brand equity? The highly regarded and popular concerts will generate a perception of credibility, trustworthiness, and in general . . . something positive.

5

## *Keeping It Free*

Funds raised by the DBDA help keep quality events such as downtown concerts FREE to the public and supports Downtown Belmont initiatives.

6

## *It's Affordable*

Customize your own sponsor benefit package with a variety of options to help maximize on-site exposure. From a courtesy sponsor booth and branded promotional items to a catered VIP area next to the stage. Let us plan the party—you be the host!

**DOWNTOWN  
BELMONT**  
DEVELOPMENT ASSOCIATION

DOWNTOWN BELMONT DEVELOPMENT ASSOCIATION •  
PO BOX 431 • BELMONT, NC 28012

704-901-2082 • [sdehart@cityofbelmont.org](mailto:sdehart@cityofbelmont.org) •

## HEADLINE SPONSOR | \$3,000 Sponsorship [Up to Three (3) Available]

### *Exclusive Headliner Recognition and Visibility:*

- Business name displayed as the presenting sponsor for one party in the park concert. Sponsor may choose date and featured band for the headline sponsorship on a first come, first served basis
- Promotional/marketing materials developed for each individual concert to promote feature band and presenting sponsor. Digital and collateral materials will be provided to sponsor to promote to affiliates
- Recognition as title sponsor throughout concert by DJ
- Opportunity for company representative to address crowd by public address on stage at each concert

### *Sponsor Options [Add-on expenses billed at cost]:*

- Reserved VIP area available for sponsor to use as desired: customer/employee appreciation; VIP sitting area: catered service, etc.
- Charitable support: Headline Sponsors have the option to promote a charitable cause/organization to a ready-made large audience to heighten awareness and support for causes that are important to them. (staff and volunteers will assist in the logistical planning and promotion for charitable activities.)



### *Other Sponsor benefits:*

- Logo prominently displayed on stage during all concerts (concert series banner)
- Individual sponsor banner displayed on-site during all concerts (provided by organizer, optional)
- Logo on commemorative T-shirts (general promotional item)
- Name/logo on select promotional items
- Logo proudly displayed on website, event poster, and social media
- Business name announced as a concert series sponsor at all concerts
- Sponsor booth space for up to three (3) concerts (optional, vendor provides booth materials)
- Six (6) Event Shirts

*Sponsor benefits may be customized to best meet the unique objectives related to brand and corporate dynamics of each sponsoring company. Additional costs may apply.*





## **ENCORE SPONSOR | \$1,500 Sponsorship**

- Logo prominently displayed on stage during all concerts (concert series banner)
- Individual sponsor banner displayed on-site during all concerts (provided by organizer, optional)
- Logo on commemorative T-shirts (general promotional item)
- Name/logo on hand fan (only 4 business opportunities)
- Logo proudly displayed on website, event poster, and social media
- Sponsor booth space for all concerts (optional, vendor provides booth materials)
- Four (4) Party in the Park Shirts

## **PRIME TIME SPONSOR | \$1,000 Sponsorship**

- Individual sponsor banner displayed on-site during all concerts (provided by organizer, optional)
- Logo on commemorative T-shirts (general promotional item)
- Name/logo on select promotional items and on beverage garden wrist band.
- Logo proudly displayed on website, event poster, and social media
- Sponsor booth space for up to three (3) concerts (optional, vendor provides booth materials)
- Two (2) Party in the Park Shirts

## **STREET PARTY SPONSOR | \$500 Sponsorship**

- Logo on commemorative T-shirts (general promotional item)
- Logo proudly displayed on website, event poster, and social media
- Sponsor booth space for up to two (2) concerts (optional, vendor provides booth materials)
- Sponsor banner displayed on-site for up to two (2) concerts (optional, sponsor provides banner)
- Two (2) Event Shirts

## **KEEP THE PARTY GOING SPONSOR | \$250 Sponsorship**

- Business logo on website
- Sponsor Booth space at one (1) Concert (optional, sponsor provides booth materials)
- Sponsor banner displayed on-site for one (1) concerts (optional, sponsor provided)
- One (1) Event Shirt

*Sponsor benefits may be customized to best meet the unique objectives related to brand and corporate dynamics of each sponsoring company. Additional costs may apply.*

# SPONSORSHIP SELECTION FORM & AGREEMENT

## SPONSOR INFORMATION

COMPANY NAME

CONTACT NAME

MAILING ADDRESS

CONTACT PHONE NUMBER

CONTACT EMAIL

## SPONSORSHIP LEVEL

- Headline Sponsor—\$3,000
- Encore Sponsor—\$1,500
- Prime Time Sponsor—\$1,000
- Street Party Sponsor—\$500
- Keep the Party Going Sponsor—\$250

## SPONSOR AGREEMENT

This agreement is made between the Sponsor named above and the Downtown Belmont Development Association, Inc.

(DBDA) for the 2018 PARTY IN THE PARK CONCERT SERIES to be held, September 29th, October 13th, and October 27th in Downtown Belmont, NC. The DBDA agrees to provide the products and services as they pertain to the Sponsorship Level selected. The DBDA shall not be liable for failure to perform their obligations under this agreement if such failure is due to acts beyond their control including, without limitation, acts of God, acts of public enemy, acts of government, civil disobedience or other cause beyond the City of Belmont (City) and DBDA control. To ensure full sponsor benefits, signed sponsor forms and payment are due by April 2, 2018, however sponsorships will be gratefully accepted any time. Payment is due at the time of contract with no refunds after 7 days. Sponsors agree to supply high resolution graphic images, camera-ready logos and company information as needed to fulfill the sponsorship level chosen via email to [vdavis@cityofbelmont.org](mailto:vdavis@cityofbelmont.org). I further give the City and DBDA permission to use photographs taken at this event, for publicity purposes.

The undersigned agrees to indemnify and hold harmless the City of Belmont, Downtown Belmont Development Association, Inc. the Party in the Park affiliated staff, board of directors, sponsors, and volunteers in regard to all liability for any damages to personal property, loss of life, personal injury or theft of property that may be sustained in connection with this event.

## PAYMENT INFORMATION

Sponsor Amount \$ \_\_\_\_\_

Check Enclosed (To: Downtown Belmont Development Assoc.)

Send Invoice (Address Below)

Credit Card Payment

Name on card \_\_\_\_\_

Card # \_\_\_\_\_

Expiration date \_\_\_\_\_ Verification Code \_\_\_\_\_

Signature \_\_\_\_\_



**DOWNTOWN  
BELMONT**  
DEVELOPMENT ASSOCIATION

\_\_\_\_\_  
SPONSOR SIGNATURE

\_\_\_\_\_  
DATE