



Dear Community Partner,

Thank you for your interest in the Woodstock Summer Concert Series! The Woodstock Summer Concert Series is a well-established community event with a loyal and expanding following since 1998. Each year, the Woodstock Concert Series continues to generate excitement within the community and provides an opportunity to enjoy some of the best national recording artists as well as emerging local music talent. We welcomed over 50,000 people to downtown Woodstock and the Woodstock Summer Concert Series in 2019. Due to COVID-19 restrictions, the 2020 concert series lineup of bands has been rescheduled to 2021.

Concerts are conducted at the beautiful Northside Hospital – Cherokee Amphitheater in downtown Woodstock. Concerts run May through September with one concert per month, usually on the second Saturday. Attendance ranges from eight to ten thousand people at each concert. In previous years, we have had several concerts with as many as 15,000 attendees. The schedule this year is a little different with the series starting in June and ending late September. We do have one concert on a Friday night this year.

In June, the Woodstock Summer Concert Series will begin its 23rd season! To enhance the concert experience for our sponsors, we offer some pre-concert activities, food, beverages and sponsor only restrooms all within a VIP reception area creating a party atmosphere before and during the concerts! **Our exciting line up for 2021 includes, The Black Jacket Symphony, performing, in its entirety, the Tom Petty album, “Damn the Torpedo’s” along with his greatest hits, the Ultimate Queen Celebration starring Marc Martel, Grammy Award winner - Steep Canyon Rangers, Grammy Award winner - Christopher Cross, and Rumours – A Fleetwood Mac Tribute.**

The Woodstock Summer Concert Series offers a unique marketing opportunity for your company to gain exposure. Your company can become co-branded with one of North Georgia’s most successful and continuously running community events. In addition to “day of event” exposure, your company will be featured in three months of highly visible pre-concert series marketing as well as ongoing promotions throughout the five-month long concert series. As a Woodstock Concert Series sponsor, you will know that you are receiving maximum exposure for your business while helping to provide ongoing music and entertainment opportunities for the entire community.

We attribute the ongoing success of the Woodstock Summer Concert Series to the commitment of our elected officials, event visitors, and our sponsors! We value the partnerships that we have with our sponsors and would love to have you join us in 2021! Attached you will find the **2021 Woodstock Summer Concert Series Sponsorship Package** and a comparison sheet of the different sponsor levels that we offer.

If you are interested, please email Marybeth Stockdale at mstockdale@woodstockga.gov with any questions or to confirm your sponsorship for 2021. We look forward to hearing from you!

Best Regards,

Marybeth Stockdale

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