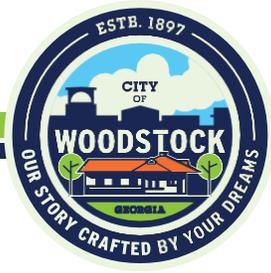




**Summer**  
CONCERT  
SERIES  
WOODSTOCK GA



# Sponsorship Packages 2024



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 1997. 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 welcome over 50,000 people to downtown Woodstock and the Woodstock Summer Concert Series each year.

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 12,000 attendees.

In May, the Woodstock Summer Concert Series will begin its 26<sup>th</sup> season! To enhance the concert experience for our sponsors, we offer a pre-concert VIP Reception with food, beverages, and sponsor only restrooms all within an exclusive area creating a party atmosphere before and during the concerts! Our exciting line up for 2024 includes:

May 11	NIGHT RANGER with special guest, All the Locals
June 8	GUARDIANS OF THE JUKEBOX with special guest, Black Lion Reggae
July 13	TONIC with special guest, THE VERVE PIPE
August 10	WHO'S BAD (Michael Jackson Tribute Band) with special guest, The 80ators
September 14	EDDIE MONTGOMERY with special guest, Across the Wide

The Woodstock Summer Concert Series offers a unique marketing opportunity to highlight your company and become co-branded with one of North Georgia's most successful and continuously running community events. As a Woodstock Concert Series sponsor, you will receive publicity 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 appreciate the partnerships that we have with our sponsors and would love to have you join us in 2024! Listed below you will find the 2024 Woodstock Summer Concert Series Sponsorship Package and a comparison sheet of the different sponsor levels that we offer.

If you decide to join us, please forward your confirmation and I will send you a letter and invoice for your records. Let me know if you have any questions!

Best Regards,

*Marybeth Stockdale*

Marybeth Stockdale, CPRP  
Special Events Coordinator  
Parks and Recreation  
City of Woodstock, Georgia  
[mstockdale@woodstockga.gov](mailto:mstockdale@woodstockga.gov)



City of Woodstock Parks and Recreation

770-592-6000 ext. 1952

[www.WoodstockParksandRec.com](http://www.WoodstockParksandRec.com)

[mstockdale@woodstockga.gov](mailto:mstockdale@woodstockga.gov)

[www.WoodstockConcertSeries.com](http://www.WoodstockConcertSeries.com)

# PRESENTING SPONSOR

**\$ 25,000** (Not available for 2024)

There is only **one** Presenting Sponsor opportunity. The Presenting Sponsor's name is incorporated into the name of the Concert Series constituting the greatest level of community exposure for this sponsor. The Presenting Sponsor receives the highest level of promotional and marketing exposure, including:

**Name in Concert Series Title**

**Business Category Exclusivity for the Summer Concert Series**

**Five Company Tables with Seating at VIP Reception**

**Company Tent Space at Concert**

**Parking Passes**

**Vendor Booth Space at other Parks and Recreation Events**

**Band Meet & Greet Passes, When Available**

**Digital Concert Series Program**

**On-Stage Business Promotions and Signage**

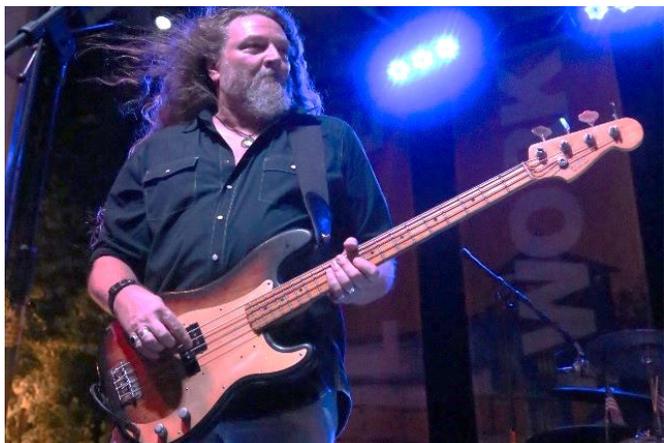
**Live On-Stage Emcee Recognition**

**Year Round Logo/Link on Concert Series Website**

**Print and Social Media Advertising**

**Company Listed on Concert Series T-shirts and Posters**

**Concert Series Merchandise**



## PRESENTING SPONSOR - BENEFIT DETAILS:

- The Presenting Sponsor has exclusivity in their business category for the concert series and first right of refusal for their renewal each year. A promotion booth space is available at three other Woodstock Parks and Recreation Department events during the year. (July 4, Halloween Trail of Tricks & Treats, Christmas Jubilee) Reservation Required.
- Live stage recognition by concert emcee indicating your commitment as the Concert Series Presenting Sponsor.
- Year-round listing on the Woodstock Concert Series website, featuring your company as the Presenting Sponsor, with logo and link to your company's website.
- Company listing on concert t-shirts and posters.
- Receive extra mentions in public service announcements and increased exposure in print and social media advertising.
- Digital Concert Series Program – Logo, Link, Ad
- Promote your business during concerts with on-stage promotions such as raffles, drawings, etc. Some concerts may have limitations or restrictions.
- (32) Commemorative posters.
- (32) Concert series t-shirts.
- (32) Wristbands for access to VIP reception & restrooms.
- (5) Company tables with seating at VIP reception.
- (5) VIP concert parking passes.
- (1) 10' x10' Tent space during concerts to promote your business.
- (4) Band Meet & Greet passes, when available.
- Above-Stage Banner which stays up May through September.



# HALL OF FAME PARTNER

**\$ 10,000**

**Two Company Tables with Seating at VIP Reception**

**Business Category Exclusivity for the Summer Concert Series**

**Company Tent Space at Concert**

**Vendor Booth Space at other Parks and Recreation Events**

**On-Stage Signage Listing Sponsors**

**Live On-Stage Emcee Recognition**

**Year-Round Logo/Link on Concert Series Website**

**Digital Concert Series Program**

**Listed on Print Advertising**

**Social Media Recognition**

**Company Listed on T-shirts/Posters**

**Concert Series Merchandise**



## HALL OF FAME PARTNER - BENEFIT DETAILS:

- Hall of Fame Partners have exclusivity in their business category for the Summer Concert Series and first right of refusal for their renewal each year.
- Live on-stage recognition by concert emcee indicating your commitment as a Hall of Fame Partner.
- Year-round listing on the Woodstock Concert Series website, featuring your company as a Hall of Fame Partner, with logo and link to your company's website.
- Company listing on concert t-shirts, posters and print advertising.
- Social media recognition.
- Digital Concert Series Program – Logo, Link, Ad
- On-stage signage listing sponsors.
- Hall of Fame Partners have a vendor booth space at three other Woodstock Parks and Recreation Department events during the year. (July 4, Halloween Trail of Tricks & Treats, and Christmas Jubilee) Reservation Required.
- (16) Commemorative posters.
- (16) Concert series t-shirts.
- (16) Wristbands for access to VIP reception & restrooms.
- (2) Company tables with seating at VIP reception.
- (1) 10' x 10' tent space during concerts to promote your business.



# LEGENDARY PARTNER

**\$ 7,500**

**One Company Table with Seating at VIP Reception**

**On-Stage Signage Listing Sponsors**

**Live On-Stage Emcee Recognition**

**Year-Round Logo/Link on Concert Series Website**

**Social Media Recognition**

**Digital Concert Series Program**

**Concert Series Merchandise**

**Vendor Booth Space at other Parks & Recreation Events.**

## LEGENDARY PARTNER - BENEFIT DETAILS:

- Year-round listing on the Woodstock Concert Series website, featuring your company as a Legendary Partner, with logo and link to your company's website.
- Live on-stage recognition by concert emcee indicating your commitment as a Legendary Partner.
- Digital Concert Series Program – Logo, Link, Ad
- Social media recognition.
- On-stage signage listing sponsors.
- Legendary Partners have a vendor booth space at three other Woodstock Parks and Recreation Department events during the year. (July 4, Halloween Trail of Tricks & Treats, and Christmas Jubilee) Reservation Required.
- (8) Commemorative posters.
- (8) Concert series t-shirts.
- (8) Wristbands for access to VIP reception & restrooms.
- (1) Company table with seating at VIP reception.



# Woodstock Summer Concert Series

## Production Partners

Revised 1-5-24

**Production Partners:** Production Partners provide **in-kind** products or services to the City that help *offset the costs of the production of the annual Summer Concert Series*. Management reserves the right to determine eligibility, value, and benefits.

**Production Partners:** Contribute certain products or services instead of a direct monetary payment, or a combination of both.

**For Example:** A restaurant may provide food, or a hotel may provide rooms for entertainers, etc., in exchange for being recognized as a Production Partner.

**There are numerous possibilities.** However, the “market value” of the contribution must meet, or exceed, the specific amount listed in the sponsorship levels to qualify for sponsor status. Management reserves the right to determine “market value”.

**For questions or confirmation, please contact:**

**Marybeth Stockdale, CPRP**  
**Special Events Coordinator**  
City of Woodstock  
Parks and Recreation  
770-592-6000 ext. 1952  
[mstockdale@woodstockga.gov](mailto:mstockdale@woodstockga.gov)

**Checks payable to: City of Woodstock**  
12453 Hwy. 92  
Woodstock, GA 30188  
Attn: Accounts Receivable  
Concert Sponsorship

