

# **Woodstock Summer Concert Series!**



## **Sponsorship Packages 2021**

# PRESENTING SPONSOR

(Not available for 2021)

**\$ 15,000** (cash only sponsorship)

There is only **one** Presenting Sponsor opportunity. This sponsorship requires a cash contribution. The Presenting Sponsors name is incorporated into the name of the Concert Series constituting the greatest level of community exposure for this sponsor. For example, if Company XYZ is a Presenting Sponsor of the Woodstock Summer Concert Series, all promotional materials would read "Woodstock Summer Concert Series presented by The City of Woodstock and Company XYZ". The Presenting Sponsor receives the highest level of promotional and marketing exposure, including:

## **Exclusivity at Concerts and all Parks and Recreation Events**

## **Booth Space at all Parks and Recreation Events**

## **Meet & Greet Passes When Available**

## **Concert Venue Banners and Flags**

## **On Stage Banners**

## **Live Stage Recognition**

## **Year-Round Event Marketing**

## **Concert Series Website Banner Ad**

## **Dedicated Press Release**

## **On-Stage Business Promotions**

## **Company Tent Placement**

## **Concert Series Merchandise**

## **Day of Concert Perks**



## **Presenting Sponsor Benefit Details:**

- The Presenting Sponsor has exclusivity in their business category for the concert series and are automatically included as an exclusive vendor in *all* other Woodstock Parks and Recreation Department events during the year *when you attend*.
- Live stage recognition by concert emcee indicating your commitment as the Concert Series Presenting Sponsor.
- Year-round event marketing (featuring your company as a Presenting Sponsor) will be positioned on the Woodstock Concert Series website with a banner ad linking your company's website, and on t-shirts/poster event memorabilia.
- Receive extra mentions in public service announcements and increased exposure in print advertising and event collateral materials.
- Multiple on-stage mentions during concerts.
- Promote your business during concerts with on-stage promotions such as raffles, drawings, etc.
- **(16)** Commemorative posters
- **(16)** Concert series t-shirts
- **(32)** Wristbands for access to VIP cocktail style reception & restrooms.
- **(4)** company tables with seating at VIP reception.
- **(5)** VIP concert parking passes
- **(2)** 10' x10' Tent spaces located at the amphitheater during concerts to promote your business.
- **(2)** Band Meet & Greet passes, when available.
- **(6)** Banners and **(6)** Flags at concert venue with company name and logo.
- **(2)** On stage banners

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# PLATINUM PARTNER

**\$ 10,000** (cash only sponsorship)

**Exclusivity at Concerts and all Parks and Recreation Events**

**Booth Space at all Parks and Recreation Events**

**Meet & Greet Passes When Available**

**Concert Venue Banners and Flags**

**Live Stage Recognition**

**Year-Round Event Marketing**

**On-Stage Business Promotions**

**Company Tent Placement**

**Concert Series Merchandise**

**Day of Concert Perks**



## Platinum Partner Benefit Details:

- Platinum Partners have exclusivity in their business category for the concert series and are automatically included as an exclusive vendor in *all* other Woodstock Parks and Recreation Department events during the year *when you attend*.
- Live stage recognition by concert emcee indicating your commitment as a Platinum Partner.
- Year-round event marketing (featuring your company as a Platinum Partner) will be positioned on the Woodstock Concert Series website linking your company's website, and on t-shirts/poster event memorabilia.
- Receive extra mentions in public service announcements and increased exposure in print advertising and event collateral materials.
- Multiple on-stage mentions during concerts.
- Promote your business during concerts with on-stage promotions such as raffles, drawings, etc.
- **(14)** Commemorative posters
- **(14)** Concert series t-shirts
- **(24)** Wristbands for access to VIP cocktail style reception & restrooms.
- **(3)** company tables with seating at VIP reception.
- **(3)** VIP concert parking passes
- **(1)** 10' x10' Tent space located at the amphitheater during concerts to promote your business.
- **(2)** Band Meet & Greet passes, when available.
- **(4)** Banners and **(4)** Flags at concert venue with company name and logo.

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# GOLD PARTNER

\$ 7,500

Exclusivity at Concerts

Booth Space at all Parks and Recreation Events

Meet & Greet Passes When Available

Concert Venue Banners and Flags

Live Stage Recognition

Year-Round Event Marketing

On-Stage Business Promotions

Company Tent Placement

Concert Series Merchandise

Day of Concert Perks



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## Gold Partner Benefit Details:

- Gold Partners have exclusivity in their business category for the *concert series* and are automatically included as a vendor in *all* other Woodstock Parks and Recreation Department events during the year.
- Live stage recognition by concert emcee indicating your commitment as a Gold Partner.
- Year-round event marketing (featuring your company as a Gold Partner) will be positioned on the Woodstock Concert Series website linking your company's website, and on t-shirts/poster event memorabilia.
- Receive extra mentions in public service announcements and increased exposure in print advertising and event collateral materials.
- Multiple on-stage mentions during concerts.
- Promote your business during concerts with on-stage promotions such as raffles, drawings, etc.
- **(12)** Commemorative posters
- **(12)** Concert series t-shirts
- **(16)** Wristbands for access to VIP cocktail style reception & restrooms.
- **(2)** company tables with seating at VIP reception.
- **(2)** VIP concert parking passes
- **(1)** 10' x 10' Tent space located at the amphitheater during concerts to promote your business.
- **(2)** Band Meet & Greet passes, when available.
- **(3)** Banners and **(3)** Flags at concert venue with company name and logo.



## SILVER PARTNER

**\$ 5,000**

**Concert Venue Banners and Flags**

**Live Stage Recognition**

**Year-Round Event Marketing**

**Concert Series Merchandise**

**Day of Concert Perks**

### **Silver Partner Benefit Details:**

- Live stage recognition by concert emcee indicating your commitment as a Silver Partner.
- Year-round event marketing (featuring your company as a Silver Partner) will be positioned on the Woodstock Concert Series website linking your company's website, and on t-shirts/poster event memorabilia.
- Multiple on-stage mentions during concerts.
- **(8)** Commemorative posters
- **(8)** Concert series t-shirts
- **(12)** Wristbands for access to VIP cocktail style reception & restrooms.
- **(2)** Banners and **(2)** Flags at concert venue with company name and logo.

## BRONZE PARTNER

**\$ 2,500**

**Concert Venue Banners and Flags**

**Year-Round Event Marketing**

**Concert Series Merchandise**

**Day of Concert Perks**

### **Bronze Partner Benefit Details:**

- Year-round event marketing (featuring your company as a Bronze Partner) will be positioned on the Woodstock Concert Series website linking your company's website.
- **(4)** Commemorative posters
- **(4)** Concert series t-shirts
- **(8)** Wristbands for access to VIP cocktail style reception & restrooms.
- **(1)** Banner and **(1)** Flag at concert venue with company name and logo.

## COPPER PARTNER

**\$ 500**

**Year-Round Event Marketing**

**Concert Series Merchandise**

### **Copper Partner Benefit Details:**

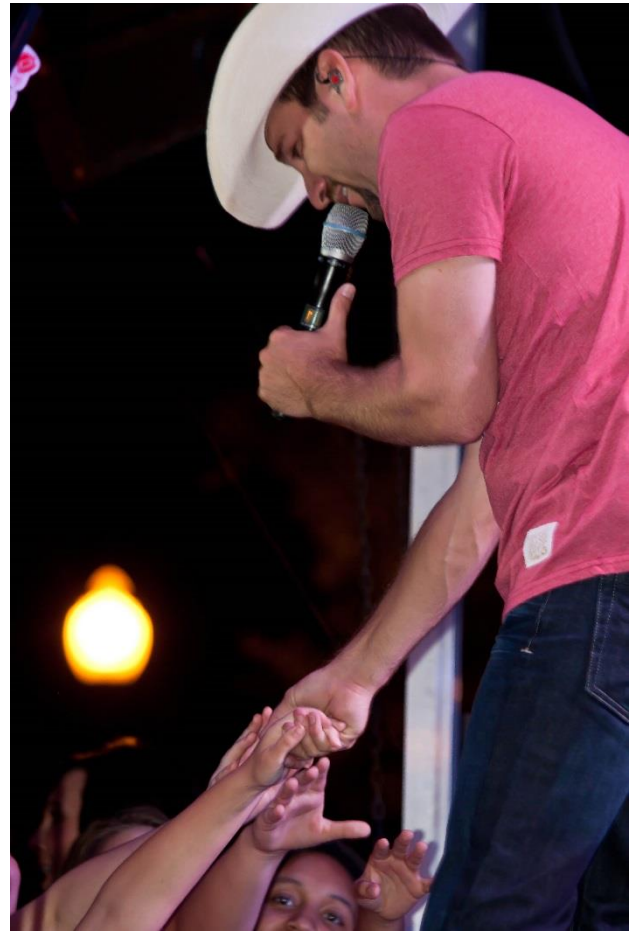
- Year-round event marketing (featuring your company as a Copper Partner) will be positioned on the Woodstock Concert Series website linking your company's website.
- **(4)** Commemorative posters
- **(4)** Concert series t-shirts

## In-Kind Sponsors

In-kind Sponsorships are a contribution of certain products or services instead of a direct monetary payment.

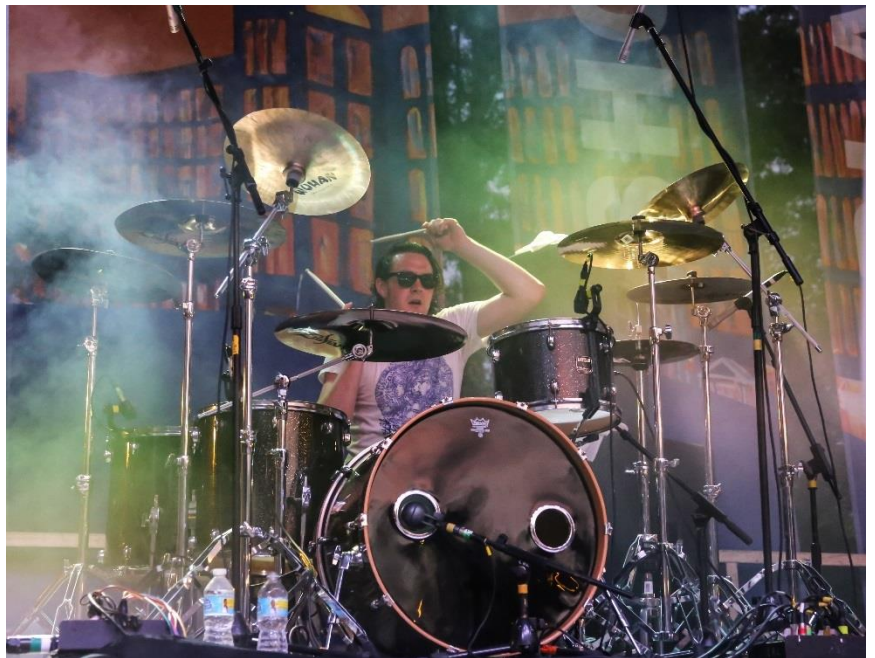
For example, a restaurant may provide food, or a hotel may provide rooms for entertainers, etc., in exchange for being recognized as a sponsor.

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.



**For questions, please contact:**

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**Sponsorship Confirmation & Payment Due:**

**March 30, 2021**