



Davidson's
Concerts
Concerts
Concerts

Concerts @ the Circles

Concerts on the Green

Second Saturdays at the Square

2022
SPONSORSHIP
OPPORTUNITIES



Contact:
Tina Gibson
Event Coordinator
704-596-0342

tgibson@imaginemusicgroup.com

It's that time of year again, time when we start peeling off our winter coats and start preparing for the arrival of spring! And with the arrival of spring comes the return of one of our most beloved events, **Concerts on the Green** followed by the return of Davidson's newest concert series, **Concerts @ the Circles** and **Second Saturday's at the Square**. The town green comes alive with these incredible live music events beginning May 1st! May through October features an array of fun and entertaining live music from top regional bands to national touring groups. From beach to variety, from jazz to bluegrass, from rock to americana, attendees are treated to some of the finest entertainment in the Carolinas at these free community concert series.



With the return of these popular concert series brings incredible marketing and advertising opportunities for our community businesses. Event sponsorship is one of the most effective and affordable advertising opportunities for any business today. It's the opportunity for you to present your business in front a targeted audience of potential customers. Through events you can advertise and promote the services and products your business provides to potential customers in a relaxed entertaining atmosphere. Through event sponsorship you are able to create an experience around your products and services in a very effective way. In our continued effort to promote the Town of Davidson and the wonderful products and services our community businesses offer to not only Davidson but outer lying communities as well, we once again offer you the opportunity to put your brand...your product directly into the hands of thousands of potential customers.

Depending upon your level of sponsorship, your business may benefit from many of the following event-related promotions:

- * High traffic locations within the event grounds
- * Sampling or couponing
- * High visibility signage
- * Hospitality area
- * Retail / trade promotion



THIS IS YOUR OPPORTUNITY TO MAKE AN IMPRESSION!!!

Depending upon your level of sponsorship, your advertising message will be seen during all the event's promotional periods. These events target families and young professionals who are actively interested and involved in art, music and community life....and that's just about everyone! This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

- | | | | |
|---|-------------------|---|--------------------|
| * | Print Advertising | * | TV Spots |
| * | Radio Commercials | * | Online Advertising |
| * | Website | * | Facebook |
| * | Press Releases | * | Posters |
| * | Brochures | * | Banners |



For more information on sponsorships please contact
 Tina Gibson 704-596-0342 tgibson@imaginemusicgroup.com

CONCERT SERIES SPONSORSHIP OPPORTUNITIES

Maestro Sponsorship

\$1250

- * Business name/logo appears prominently on "Concerts on the Green" posters displayed throughout the region during the entire concert season
- * Business name appears on posters promoting "Concerts @ the Circles" and "Second Saturdays at the Square"
- * Business name/logo appears prominently in on-screen ad promoting the concert series before movie showings at Our Town Cinemas
- * Business name/logo appears prominently on concert series banner
- * Business is provided with the use of a Town supplied hospitality tent (includes one (1) 6 ft. table & two (2) chairs) for one (1) concert of their choice in which they may use for either an employee or client gathering or promote the business and distribute information/products to concert attendees
- * Two (2) reserved parking spaces close to hospitality tent
- * Space for one (1) business supplied banner displayed in hospitality tent
- * Business logo and link appears on event website
- * Business name included in social media posts promoting series
- * Business is recognized at concert event as sponsor
- * Business has the opportunity to supply a staff member from the business to introduce the band scheduled to perform at their concert of choice

Davidson's
Concerts
on the
Green



Composer Sponsorship

\$750

- * Business name/logo appears prominently on "Concerts on the Green" posters displayed throughout the region during the entire concert season
- * Business name appears on posters promoting "Concerts @ the Circles" and "Second Saturdays at the Square"
- * Business name/logo appears prominently in on-screen ad promoting the concert series before movie showings at Our Town Cinemas
- * Business name/logo appears prominently on concert series banner
- * Business logo and link appears on event website
- * Business name included in social media posts promoting concert series
- * Business is recognized at concert event as sponsor

Soloist Sponsorship

\$500

- * Business name (text only) appears on posters promoting "Concerts on the Green", "Concerts @ the Circles" and "Second Saturdays at the Square" for entire length of each series
- * Business logo and link appears on event website



Concert Friend Sponsorship

\$350

- * Business name (text only) appears on posters promoting one (1) concert series that will be displayed throughout the region during the entire concert season
- * Business name (text only) and link appears on event website

Davidson's Concerts

Sponsorship Order Form

In our continued effort to make this process easier for our sponsors, the Town of Davidson now offers two ways of submitting your sponsorship form. We now offer an electronic application and credit card payment submission option online at www.townofdavidson.org. Click on Things to Do, Town Events, Concerts on the Green tabs. In addition you can still use the traditional method of completing a hard copy of the form and return by mail along with your check payment (*see address below*) or you can email a copy of the form to our event coordinator at tgibson@imaginemusicgroup.com.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____

Please select the Concerts on the Green Sponsorship level of interest:

Davidson's Concerts Sponsorship Levels

- | | | |
|--------------------------|----------------------------|--------|
| <input type="checkbox"/> | Maestro Sponsorship | \$1250 |
| <input type="checkbox"/> | Composer Sponsorship | \$750 |
| <input type="checkbox"/> | Soloist Sponsorship | \$500 |
| <input type="checkbox"/> | Concert Friend Sponsorship | \$350 |

Payment Options

- * Online electronic application and credit card payment at www.townofdavidson.org, click on Things to Do, Town Events, and Concerts on the Green tabs then follow instructions
- * Mail completed form along with payment payable to:
Town of Davidson
P. O. Box 579
Davidson, NC 28036
Attn: Kim Fleming

Questions

Please feel free to contact Tina Gibson, Event Coordinator with any questions,
704-596-0342 or tgibson@imaginemusicgroup.com