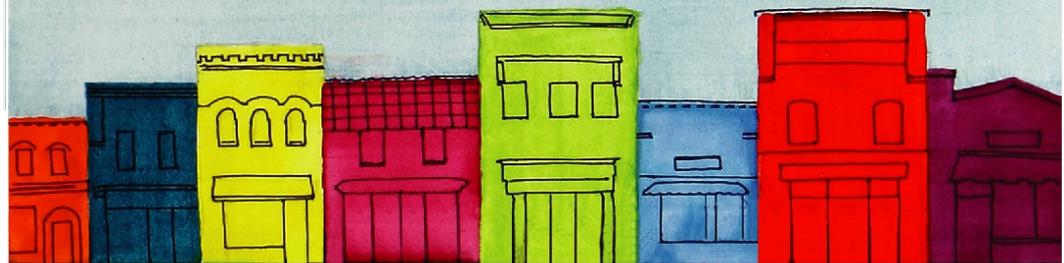


APRIL IS FOR



Davidson, North Carolina

SPONSORSHIP OPPORTUNITIES



gallery
CRAWL

Friday, April 15
6:00pm-9:00pm

ART
ON THE GREEN

Saturday, April 16
10:00am-5:00pm
Sunday, April 17
12noon-4:00pm

Davidson's
Concerts
on the
Green

Sunday, April 17
6:00pm-8:00pm



704-596-0342 * tgibson@imaginemusicgroup.com

For Questions Contact:
Tina Gibson, Event Coordinator
IMAGINE Music Group

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 some of our most beloved events! "Magnificent" Main Street Davidson comes alive in April with incredible art, the smooth sounds of jazz, the exciting beat of rock and the soulful groove of the blues during the Town of Davidson's annual events.



With the return of these events also 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 festival 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....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. Some forms of advertising utilized include...

- * Print Advertising
- * TV Spots
- * Radio Commercials
- * Website
- * Social Media
- * Press Releases
- * Posters
- * Banners



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

April is for Arts is a month long celebration of the arts in Davidson, North Carolina. During the month the town host three exciting community events....
The Gallery Crawl, Art on the Green and the first Concerts on the Green.

This year we are offering a unique opportunity to sponsors. Now you have the opportunity to be a sponsor of April is for Arts and benefit from involvement in all three events!

APRIL IS FOR



Davidson, North Carolina

Unique Sponsorship Opportunity

April is for Arts Champion

\$5000

- * Your business name in the title of event as "your business presents"
- * Prominent business logo placement on cover of Charlotte Observer insert distributed to over 30,000 in the Lake Norman region
- * One-half page ad in the Charlotte Observer insert distributed to over 30,000 in the Lake Norman region
- * Prominent business logo placement in all cable television advertising
- * Prominent logo placement in all print ads
- * Prominent logo placement on all event posters
- * Business logo appears prominently on trolley banner during Gallery Crawl
- * Business receives special recognition announcements during Art on the Green and the first Concerts on the Green
- * One :30 second pre-recorded ad in intermission CD to be played at Art on the Green and the first Concerts on the Green (*Pre-recorded ad provided by sponsor*)
- * Business logo appears prominently on Concerts on the Green posters displayed throughout the region during the entire concert season
- * Business is provided with a hospitality tent during Art on the Green and the first Concerts on the Green event where they may distribute information/products to attendees the day of events
- * Business name appears in all press releases for the Galley Crawl, Art on the Green and the first Concerts on the Green, distributed to many local and regional media outlets
- * Business listed as sponsor with logo and website link on the Town of Davidson's website



For more information on sponsorships please contact
Tina Gibson 704-596-0342 [tgibson@imaginemusicgroup.com](mailto:tjgibson@imaginemusicgroup.com)

“Art On The Green” is Davidson’s largest annual arts festival bringing thousands of visitors to Davidson’s beautiful & picturesque Main Street. Strolling through the festival patrons have the opportunity to enjoy amazing art from a wide variety of talented regional artists, listen & be entertained with live music and enjoy that mouth watering festive cuisine. This juried art show spotlights many of the region’s finest artists in a weekend long celebration of the finest in fine arts.



Presenting Sponsorship

\$1500

- * Your business name in the title of event as “Your business presents “Art On The Green”.
- * Prominent business logo placement on cover of the Charlotte Observer insert, distributed to over 30,000 in the Lake Norman region
- * One-sixth page ad in the April is for Arts promotional piece, distributed to over 20,000 in the Lake Norman region
- * Prominent logo placement in all print ads
- * Prominent logo placement on all event posters
- * Business listed as sponsor with logo and website link on the Town of Davidson’s website.
- * Business receives special recognition announcements during event
- * Business is provided with a hospitality tent during Art on the Green where they may distribute information/products to attendees during event



Benefactor Sponsorship

\$1000

- * Prominent business logo placement on cover of the Charlotte Observer insert, distributed to over 30,000 in the Lake Norman region
- * One-sixth page ad in the April is for Arts promotional piece, distributed to over 20,000 in the Lake Norman region
- * Prominent logo placement on all event posters
- * Business listed as sponsor with logo and website link on the Town of Davidson’s website
- * Business receives special recognition announcements during event



Patron Sponsorship

\$750

- * Business logo placement in the Charlotte Observer insert distributed to over 30,000 in the Lake Norman region
- * Business logo appears on all printed event posters
- * Business listed as sponsor with your website link on the Town of Davidson’s website



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

APRIL IS FOR ARTS!!!!

"Art On The Green" Sponsorship Opportunities Con't

Sustaining Sponsorship

\$500

- * Business name listed in the Charlotte Observer distributed to over 30,000 in the Lake Norman Region
- * Business listed as sponsor on the Town of Davidson's website



Supporting Sponsorship

\$250

- * Business listed as sponsor on the Town of Davidson's website

The April is for Arts Gallery Crawl in Davidson features local merchants hosting artists and exhibitions in retail space transformed for the evening into a lively art gallery.

Gallery Crawl Sponsorship

\$500

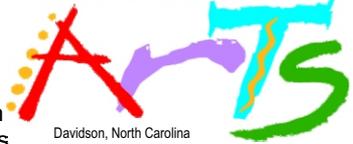
- * Business logo appears prominently on the trolley Banner
- * Business name listed in the Charlotte Observer Insert distributed to over 30,000 in the Lake Norman region
- * Business listed as sponsor on the Town of Davidson's website



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

Sponsorship Order Form

APRIL IS FOR



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" 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*).

Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Email _____

Please select the April is for Arts Sponsorship level of interest:

April Is For Arts Sponsorship Levels

- | | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | April for Arts Champion | \$5000 |
| <input type="checkbox"/> | Art on the Green Presenting Sponsorship | \$1500 |
| <input type="checkbox"/> | Art on the Green Benefactor Sponsorship | \$1000 |
| <input type="checkbox"/> | Art on the Green Patron Sponsorship | \$750 |
| <input type="checkbox"/> | Art on the Green Sustaining Sponsorship | \$500 |
| <input type="checkbox"/> | Art on the Green Supporting Sponsorship | \$250 |
| <input type="checkbox"/> | Gallery Crawl Sponsorship | \$500 |

Hosting an Artist during the Gallery Crawl

Please let us know if you are interested in participating in the popular Gallery Crawl by opening your business to exhibiting artists. Participating artists work in a variety of mediums, including painting, drawing, ceramics, jewelry, glass, metal, wood, fiber, sculpture and photography. Framed works require wall space for hanging or room for easels. All other 3 dimensional works require table top space. For display purposes, which medium do you think would work best in your space? Approximately how much space are you able to devote to the artist? _____

Payment Options

- * Online electronic application and credit card payment at www.townofdavidson.org, click on Things to Do, Town Events & April is for Arts tabs and follow the 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@imaginegroup.com