

Davidson Village Green 6-8 pm

Davidson's
Concerts
on the
Green

2020
SPONSORSHIP
OPPORTUNITIES



Contact:
Tina Gibson
Concerts on the Green 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! The town green comes alive the first and third Sundays of every month May through September from 6pm - 8pm featuring an array of fun and entertaining live music from top regional bands. 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 this free community concert series.



With the return of this 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 |

DEMOGRAPHICS

- * Reach a diverse audience by targeting our event attendees, loyal arts & music fans, 49% Male and 51% Female
- * Median age of attendees is 31 years of age
- * Median household income, \$77,800
- * Median home value, \$317,000



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

“Concerts On The Green” is the entertaining annual series of concerts held the first and third Sunday of each month beginning the first of May and running through September on the Town Green in downtown Davidson. Each year thousands of residents and visitors are treated to a variety of musical entertainment such as beach, blues, rock, classical, country and much more, family fun for all ages!

Davidson's Concerts on the Green

Sponsorship Opportunities

Maestro Sponsorship **\$1000**

- * Business name/logo appears prominently on posters displayed throughout the region during the entire concert season
- * Business logo appears in all cable television ads
- * Business logo appears in all print advertising
- * Business is provided with a hospitality tent for one (1) concert of their choice and may distribute information/products to attendees
- * Space for one (1) business supplied banner displayed at hospitality tent.
- * Business logo and link appears on event website
- * Business name appears in press release for designated concert event, distributed to many local and regional media outlets
- * Business is recognized at concert event



Composer Sponsorship **\$500**

- * Business name/logo appears on posters displayed throughout the region during the entire length of the concert season
- * Business logo appears in all print advertising
- * Space for a business supplied hospitality tent for one (1) concert of their choice to distribute information/products to attendees
- * Space for one (1) business supplied banner displayed at hospitality tent
- * Business name appears in press release for designated concert event, distributed to many local and regional media outlets.
- * Business logo and link appears on event website
- * Business recognized at concert event



Soloist Sponsorship **\$250**

- * Business listed as sponsor on event website
- * Business name appears in press release for designated concert event, distributed to many local and regional media outlets
- * Business is recognized at concert event





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:

Concerts on the Green Sponsorship Levels

- | | | |
|--------------------------|----------------------|--------|
| <input type="checkbox"/> | Maestro Sponsorship | \$1000 |
| <input type="checkbox"/> | Composer Sponsorship | \$500 |
| <input type="checkbox"/> | Soloist Sponsorship | \$250 |

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