

# The City of Jonesboro

PRESENTS:

## 2016 *Summer Concert Series*



**LOCATION: LEE STREET PARK AMPHITHEATRE**  
**OPENING APRIL 23, 2016**

# SPONSORSHIP PACKET

**CONCERTS in THE PARK  
SPONSORSHIP PROPOSAL  
2016 SUMMER CONCERT SERIES  
Lee Street Park, Jonesboro, Georgia**

Concerts in the Park are free, live musical events held on the first Saturday during the summer, with the exception of the 4<sup>th</sup> of July concert. Our concert attendees range in age from newborns to senior citizens, not only from Jonesboro, but from many surrounding areas. We are sure that this year, with the grand opening of our 3.4 Million Dollar park, that this year's events will attract some of the largest number of attendees that any venue in Clayton County has seen.

Concerts in the Park event scheduling for 2016 is as follows:

Saturday, May 7, 2016, 6:00 p.m. (Genre – Jazz)

Saturday, June 4, 2016, 6:00 p.m. (Genre – Old School R&B)

Friday, July 1, 2016, 6:00 p.m. (Genre – Motown w/ Firework Show)

Saturday, July 30, 2016, 6:00 p.m. (Genre – Beach)

Sponsoring a Lee Street Park Amphitheatre event provides a great means of broadening your competitive advantage by improving your company's reflection, prestige and credibility through supporting events that your community and audience find attractive. There are endless opportunities when it comes to the branding power of live entertainment, so we strive to create a partnership that is beneficial to all who are involved, as your product will be associated with a variety of great performers while reaching consumers on a personal level.

The purpose of our FREE Summer Concerts is to bring people together both in the community and throughout the Southern Crescent area to enjoy relaxing yet stimulating social and cultural experiences. The concerts will present a variety of different styles of musical entertainment in an atmosphere the entire family can enjoy. The success of the FREE Summer Concert Series will rely heavily upon the generous financial support of area businesses, corporations, clubs, and organizations. Investment in the program by these groups will be utilized to assist in paying the direct costs involved in producing and promotion of the Free Summer Concert Series. The ultimate purpose of the FREE Summer Concert Series is to enhance the quality of life within Clayton County, by providing free entertainment options for community members and visitors.

Remember, the number of sponsorships is limited. Sign-up today to confirm your involvement in this prestigious community program.

Yours in Service,  
Ricky L. Clark, Jr, City Clerk  
(e) [rclark@jonesboroga.com](mailto:rclark@jonesboroga.com)  
(c) 404-998-7060

## **SPONSORSHIP LEVELS:**

### **Presenting Event Sponsor — \$2,500**

This exclusive partnership opportunity provides an exclusive group (only up to 3 Businesses or groups) with premium recognition and maximum visibility at **Summer Concerts 2016**.

#### **Benefits include:**

- **Maximum Visibility!** Opportunity to have a company logo on *Summer Concerts 2016* pre-event mailing to 4,600 X 2, Jonesboro households (If partnership reservation is received by April 30, 2016.)
- **Maximum Visibility!** Opportunity to have a company representative welcome audience to **Summer Concerts 2016** on event nights
- **Maximum Visibility!** Company logo on the **Summer Concerts 2016** stage banner
- Company recognition on all **Summer Concerts 2016** flyers and advertisements (If partnership reservation is received by March 1, 2016.)
- **Maximum Visibility!** Opportunity to have a promotional booth location at **Summer Concerts 2016** on event nights
- Prominent company logo placement on all venue signage and promotional materials
- Opportunity to distribute promotional items on event night
- Company recognition in the **Summer Concerts 2016** Event Program
- Two VIP tables in the **Summer Concerts 2016** (seating for 16 people), with the opportunity to select your table locations for the event

### **Hosting Event Sponsor — \$1500**

This partnership opportunity also provides a limited number of businesses premium recognition and heightened visibility at **Summer Concerts 2016**

#### **Benefits include:**

- **Maximum Visibility!** Opportunity to have a company logo on *Summer Concerts* pre-event mailing to 4,600 City of Jonesboro households (If partnership reservation is received by March 1, 2016.)
- **High Visibility!** Company Logo on the *Summer Concerts* stage banner
- Prominent company logo placement on all venue signage
- Opportunity to distribute promotional items on event night
- Company recognition in the **Summer Concerts 2016** Event Program
- Two VIP tables in the **Summer Concerts 2016** (seating for 12 people)

### **Historic Patron — \$500**

- Company recognition in the **Summer Concerts 2016** Event Program
- Opportunity to have promotional items given away at **Summer Concerts 2016**
- One table in the **Summer Concerts 2016** (seating for 8 people)

### **Wind Patron - \$250.00**

- One table in the **Summer Concerts 2016** (seating for 8 people)\*

In-Kind Patron –

- Partnership level determined by dollar value of in-kind contribution

DEADLINES:

- *Deadline for all **Presenting and Hosting sponsorships** is **March 1, 2016!***
- *Deadline for **Historic and Wind sponsorships** is **April 1, 2016!***

*Company Logos must be received in .jpg .pdf or .eps format by the indicated deadlines to ensure promotional placement!*

***Sponsors registering after the dates listed above may or may not receive all sponsorship package benefits due to advertising deadlines.***

***FOOD VENDORS WILL BE ON-SITE***

*Please send partnership registration form and payment information to:*

*City of Jonesboro  
Attn: Ricky L. Clark, Jr., City Clerk  
124 North Avenue  
Jonesboro, Georgia 30236  
or  
E-mail: [rclark@jonesboroga.com](mailto:rclark@jonesboroga.com)*

*Questions? Please call the City Clerk's Office at 770-478-3800 or via cell at 404-998-7060*



City of Jonesboro  
Summer Concerts 2016

**Sponsorship Registration Form**

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number(s): \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsorship Amount (Please select one.): \_\_\_\_\_ \$2,500 \_\_\_\_\_ \$1,500 \_\_\_\_\_ \$500 \_\_\_\_\_ \$250

*(Note: Presenting Partnership Deadline: April 30, 2015 to ensure promotional placement.)*

Payment Type (Please select one.)

- Business Check or Money Order *(Please make check payable to the City of Jonesboro)*
- Credit Card (Please select one.) \_\_\_\_\_ Master Card \_\_\_\_\_ VISA

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ (See back of card.)

Total Amount to be charged to the Card: \_\_\_\_\_

Cardholder's Name (As it appears on the card.): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

*Presenting & Hosting Sponsorship Logos must be received in .jpg .pdf or .eps by March 1, 2016.*

*Historic & Wind Sponsorship Logos must be received in .jpg .pdf or .eps by April 1, 2016.*

*Sponsors registering after the dates listed above may or may not receive all sponsorship package benefits due to advertising deadlines.*

**Questions? Please call Jonesboro City Hall at 770-478-3800.**

**Please send completed Partnership Reservation Form and payment to:**

**City of Jonesboro**

**Ricky L. Clark, Jr., City Clerk**

**124 North Avenue**

**Jonesboro, GA 30236**

or

**email: [rclark@jonesboroga.com](mailto:rclark@jonesboroga.com)**