



## **SUMMER CONCERT SERIES SPONSORSHIP PACKAGE**

2023 Sponsorship Opportunities

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## INTRODUCTION

This package outlines sponsorship opportunities available for the 2023 Summer Concert Series.

## SPONSORSHIP BENEFITS

### BENEFITS PROMOTION AND ADVERTISING DETAILS

Full use of the logo and name of the event for promotion, advertising, and merchandising purposes during the term of the sponsorship agreement.

- Newspaper
- On-site Exposure
- Television
- Radio
- Banner Displays
- Posters
- Brochures
- Website
- Social Media
- Attraction Branding

## GENERAL BENEFITS OVERVIEW

A sponsorship association with Summer Concert Series delivers an integrated package of benefits including comprehensive media inventory, signage and promotional rights. Following are some of the general benefits of a sponsorship with the 2023 Summer Concert Series.

- Comprehensive promotional and advertising rights
- Event pre-promotion and coverage (local/network)
- Newspaper coverage – local
- On-site exposure
- Online exposure

 **CASH  
SPONSORSHIP  
PACKAGES**

	Donor \$0 - \$200	Bronze \$250 - \$700	Silver \$750 - \$1,500	Gold \$2,000 - \$4,500	Platinum \$5,000 - \$9,500	Presenting \$10,000+
Name Listed on Sponsorship Board	★	★	★	★	★	★
Name Listed in Sponsorship Section of Website	★	★	★	★	★	★
Name Listed in Thank You Ad	★	★	★	★	★	★
Logo on Website		★	★	★	★	★
Banner Displayed at Event*		★	★	★	★	★
Website Link			★	★	★	★
Logo on Poster			★	★	★	★
Logo on Brochure			★	★	★	★
Branding of an Attraction/Other				★	★	★
Banner Displayed on Main Stage*					★	★
Booth Space on Grounds*						★
One Artist/Band presents Your Company "Name" at Evening Entertainment*						★

 **IN-KIND  
SPONSORSHIP  
PACKAGES**

	Donor \$250 - \$500	Bronze \$750 - \$1,500	Silver \$2,000 - \$4,500	Gold \$5,000 - \$10,000	Platinum \$15,000 +
Name Listed on Sponsorship Board	★	★	★	★	★
Name Listed in Sponsorship Section of Website	★	★	★	★	★
Name Listed in Thank You Ad	★	★	★	★	★
Logo on Website		★	★	★	★
Banner Displayed at Event*		★	★	★	★
Website Link			★	★	★
Logo on Poster			★	★	★
Logo on Brochure			★	★	★
Branding of an Attraction/Other				★	★
Banner Displayed on Main Stage*					★

# SUMMER CONCERT SERIES

## 2023 Sponsorship Agreement

Business Name	Contact Name
Mailing Address	
Postal Code	
Business Telephone	Cellphone
Fax	Email

### SECTION A - SPONSORSHIP CONTRIBUTION

For the 2023 event, the value of my cash contribution is: \$ \_\_\_\_\_ (A) In addition to or in

place of a cash,

or will make an in-kind contribution valued at: \$ \_\_\_\_\_ (B)

My total sponsorship contribution total value is: (A + B) \$ \_\_\_\_\_ (C)

### SECTION B - INVOICING OPTION

Please check one of the following:

Full invoice to follow

Just in-kind sponsorship – no cash

Special terms as outlined below

### SECTION C - IN-KIND CONTRIBUTION (if applicable)

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Signature

Date

**PHONE (705) 474-0400 ext. 2329 or 2335- P.O. BOX 360, NORTH BAY, ONTARIO P1B 8H8**

Personal information on this form is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of processing sponsorships. Questions about this collection or personal information should be directed to the City Clerk, 200 McIntyre Street East, North Bay (705) 474-0626, ext. 2510.

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