

City of Brentwood presents

Starry
Nights in
Brentwood
2017

CONCERTS in the PARK

Be part of a Brentwood Tradition!

The City of Brentwood is proud to announce Sponsorship Opportunities for community minded businesses and organizations for the 2017 "Starry Nights in Brentwood" Summer Concert Series.

Since 2000, the concerts have connected families and friends throughout the community as they enjoy a free, fun-filled evening. A variety of sponsorship opportunity levels are available and one is sure to fit your needs.

Don't miss out on this unique opportunity to enhance your corporate image, increase customer awareness and show your community support.

FRIDAYS

CITY PARK
7-9PM



BECOME A SPONSOR!



ROCK AS A TOP SPONSOR IN 2017!

The perfect opportunity for increasing consumer sales, enhancing corporate image and solidifying the community profile of your business; the "Starry Nights in Brentwood Summer Concert Series" has a strong appeal with families and people of all ages.

Only one sponsor package available!



ROCK LEGEND \$10,000

Over 217,500 impressions!

- Receives maximum impressions from our partners, participants and attendees.
- City of Brentwood and YOUR COMPANY Presents: Starry Nights in Brentwood Summer Concert Series.
- Largest Company Logo on all advertisements and promotions including: City website, Facebook, banners at various locations, announcements, Summer Activities Guide and media mentions.
- Ad (9" x 8.25") in concert program distributed at every concert.
- One representative on band selection committee (sponsor must commit by 2/15/17).
- Company Name/Logo web link on Parks & Recreation Facebook and Next Door webpages.
- Company booth every week for product sampling and interaction with participants.
- Company VIP seating area at every concert.
- Company Logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.



ROCK ICON \$7,500

Over 146,500 impressions!

- Medium Company Logo on all advertisements and promotions including: City website, Facebook, banners at various locations, announcements, Summer Activities Guide and media mentions.
- Ad (4.5" x 8.25") in concert program distributed at every concert.
- One representative on band selection committee (sponsor must commit by 2/15/17).
- Company Name/Logo web link on Parks & Recreation Facebook and Next Door webpages.
- Company booth at five concerts for product sampling and interaction with participants (restricted to booth space, no walking the event).
- Company Logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.



HEADLINER \$5,000

Over 146,500 impressions!

- Small Company Logo on all advertisements and promotions including: City website, Facebook, banners at various locations, announcements, Summer Activities Guide and media mentions.
- Ad (4.25" x 4.5") in concert program distributed at every concert.
- Company Name/Logo web link on Parks & Recreation Facebook and Next Door webpages.
- Company booth at three concerts for product sampling and interaction with participants (restricted to booth space, no walking the event).
- Company Logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.

2017 SUMMER CONCERT SCHEDULE*

*subject to change

June 16, 23, 30

July 14, 21, 28

August 4, 11, 18, 25



ONE-HIT WONDER \$2,500

Over 146,000 impressions!

- Petite Company Logo on all advertisements and promotions including: City website, Facebook, banners at various locations, announcements, Summer Activities Guide and media mentions.
- Ad (2.125" x 4.625") in concert program distributed at every concert.
- Company Name/Logo web link on Parks & Recreation Facebook and Next Door webpages.
- Company booth at final concert for product sampling and interaction with participants (restricted to booth space, no walking the event).
- Company Name/Logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.



OPENING ACT \$1,000

Over 80,000 impressions!

- Company Name listed on all advertisements and promotions including: City website, Facebook, banners at various locations, announcements, Summer Activities Guide and media mentions.
- Logo (2.125" x 2.125") in concert program distributed at every concert.
- Company Name/Logo web link on Parks & Recreation Facebook and Next Door webpages.
- Company Name/Logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.



GARAGE BAND \$500

Over 60,000 impressions!

- Company Name listed in concert program distributed at every concert.
- Company Name/Logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.
- Want more? For an extra \$250, your Company Name will be listed on all advertisements and promotions including: City website, Facebook, banners at various locations, announcements, Summer Activities Guide and media mentions.

ACT NOW

Contact our ROCK STAR staff
to take advantage of this opportunity!

Barbie Gary, Recreation Supervisor
(925) 516-5366

bgary@brentwoodca.gov

City of Brentwood, Parks and Recreation
150 City Park Way, Brentwood, CA 94513

Sponsorship Deadline: Friday, March 24, 2017

Sponsorships are accepted on a first come first filled basis. Potential sponsors will be considered after the deadline if sponsorship opportunities are still available. The City cannot guarantee inclusion in all marketing venues for requests received after the March 24th deadline.

