



January 12, 2017

Dear Local Business Owner,

On behalf of the City of Brentwood Parks and Recreation Department, I am excited to announce the **opening of the 2017 Summer Concert Series Sponsor Program**. The Starry Nights in Brentwood concert series will be held on Friday evenings (June 16-August 25) from 7-9pm at City Park. We are seeking additional partners to continue this popular community event.

Since 2000, the Concert Series has connected families and friends and provided a free, fun-filled event that has become a Brentwood tradition. In the past 16 years, over 125,000 community members have danced, picnicked and played while experiencing a variety of performing arts entertainment in beautiful downtown City Park. Attendance at each concert ranges from 1500-2500 community members, growing annually in popularity and demand for more concerts. To meet that demand, the City relies on additional funding sources such as corporate sponsorship.

Sponsoring the Concert Series is a unique opportunity for your business to align itself with **one of the most popular family-oriented events held in the City of Brentwood**. In exchange for your sponsorship, we are committed to providing the highest levels of recognition. I have included a detailed brochure of the sponsorship benefits associated with the Concerts in the Park, including your business being recognized in our promotional materials, newspaper advertisements, banners, social media campaigns, the City of Brentwood website and other publications (reaching over 225,000 community members). We hope that you will find our program worthy of your support. **All sponsorships and donations are tax deductible.**

Thank you for considering our request and we look forward to partnering with you. If I can provide additional information, please contact me at (925) 516-5366 or [bgary@brentwoodca.gov](mailto:bgary@brentwoodca.gov)

Thank you,

*Barbie*

Barbie Gary  
Recreation Supervisor  
(925) 516-5366 or [bgary@brentwoodca.gov](mailto:bgary@brentwoodca.gov)

**STARRY NIGHTS IN BRENTWOOD 2017**

City of Brentwood Parks & Recreation Department | 150 City Park Way, Brentwood, CA 94513  
(925) 516-5444 | [parksandrecreation@brentwoodca.gov](mailto:parksandrecreation@brentwoodca.gov)