



Friday
AFTER



DOWNTOWN STATESVILLE

FREE
2026
Summer
Concert
SERIES

from 5:30 pm - 8:30pm
on West Broad Street in
Downtown Statesville

May 1

June 5

August 7

September 4

October 2

2026 Friday After 5 Sponsorship Packet

PARTNER with Greater Statesville Chamber of Commerce and the Downtown Statesville Development Corporation (event coordinators), for the 17th Annual Piedmont HealthCare Friday After 5 Summer Concert Series!

Great Exposure

- Close to 20,000 unique social media fans.
- Monthly reach of over 100,000 impressions with a very high engagement rate.
- Event specific website to bring more visibility to sponsors.
- Provides exposure over the length of the series.

What is the expected audience?

Historically, Friday After 5 concerts can attract on average 1,500 attendees per event. As always, attendance is weather dependent.

Social environment for professional networking

What could be better than establishing your company's presence amid 1500 of your neighbors, community leaders, families and friends having a great time?

Event Support = Economic Impact

Events are integral for Statesville: They foster energy and create a sense of place and pride in our community. They remind us that Statesville is a cool place to live, work and play! Remember...your support as a sponsor extends to the betterment of Statesville as a whole.

Where are these events held?

Friday After 5 concerts take place on West Broad Street between Mulberry and Kelly Street downtown Statesville.

Friday After 5 Summer Concert Series is a community favorite that enhances the great quality of life enjoyed in Statesville.

Thank you for your consideration of support!



Friday After 5 Sponsorship Agreement

PLEASE SUBMIT AGREEMENT TO: Greater Statesville Chamber of Commerce 116 N. Center St., Statesville NC, 28677

(OR) EMAIL: bpackman@statesvillechamber.org

Sponsor Information

COMPANY NAME

CONTACT NAME

STREET / MAILING ADDRESS

CONTACT PHONE NUMBER

CONTACT EMAIL

2026 Friday After 5 Sponsorship Levels

Headliner Sponsor \$10,000 – Exclusive

- Title to feature sponsor's name/logo as top billing in all promotions and materials includes media press releases, advertisements, DSDC and Chamber e-newsletters, posters, and radio ads with invite to radio show
- Featured on the FA5 website, Chamber & DSDC website event pages and company profiles will be tagged in all Friday After Five social media
- Logo on Friday After 5 street banner displayed on E. Broad St. prior to concerts. (Daily traffic count of approx. 7,000 vehicles per day)
- Regional community calendars, over 6000 subscribers in weekly e-newsletters
- Sponsor may have a booth at each of the 5 concerts and will be mentioned at the concert with an opportunity to speak on stage (2 min)
- First right of refusal for 2027

Presenting Sponsor \$5,500

- Sponsor logo will appear in all ads in local media, DSDC and Chamber e-newsletters, posters, featured on the FA5 website, Chamber & DSDC website event pages and company profiles will be tagged in all Friday After Five social media
- "Sponsor Spotlight" on social media: Dedicated social media post highlighting the Stage Sponsor and their contributions to the community
- Regional community calendars, over 6000 subscribers in weekly e-newsletters
- Sponsor name will be announced multiple times at each of the five concerts
- Sponsor may have a booth at each concert

Entertainment Sponsor \$4,000

- Sponsor logo will appear in all ads in local media, DSDC and Chamber e-newsletters, posters, featured on the FA5 website, Chamber & DSDC website event pages and company profiles will be tagged in all Friday After Five social media
- Meet & Greet with Headliner: Private meet-and-greet with the headlining band for the sponsor and a select number of guests
- Regional community calendars, over 6000 subscribers in weekly e-newsletters
- Sponsor name will be announced multiple times at each concert
- Sponsor may have a booth at each of the five concerts

Request financial information about Downtown Statesville Development by email: bpackman@statesvillechamber.org
Reach out to NC Secretary of State for Greater Statesville Chamber of Commerce licensing information.

Hospitality Sponsor \$3,000

- Business name displayed as the entertainment sponsor for one concert, as available
- Sponsor logo will appear on all marketing material, including advertisements in local media, DSDC and Chamber e-newsletters, posters, and radio commercials. (Includes regional community calendars, over 6000 subscribers in weekly e-newsletters, and exposure through radio announcements)
- Featured on the Friday After 5 Summer Concert Series website, Chamber & DSDC website event pages for Friday After 5 and featured on Community Calendar
- The event sponsor banner is prominently displayed at each concert. (Average concert attendance is approx. 1,000-1,500)
- Sponsor name will be announced at each concert
- Sponsor may have a booth at 3 concerts of their choice
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Street Party Sponsor \$2,000

- Event sponsor banner/signs will be prominently displayed at each concert.
- Sponsor logo will appear in printed advertisements and DSDC and Chamber e-newsletters. (Includes regional community calendars, over 6000 subscribers in weekly e-newsletters).
- Sponsor name/logo will be highlighted on social media.
- Sponsor may set up a booth at two concerts of their choice (sponsor provides booth set up).

Business Sponsor \$1,000

- Business logo on will appear in DSDC and Chamber e-newsletters and Friday After 5, Chamber and DSDC websites.
- Sponsor name/logo will be highlighted on social media.

IN-KIND \$

(insert value) Donor must provide a donation letter on company letterhead, along with this completed form, stating the value and service as contracted by event coordinators named in this agreement.

- Business logo on will appear in DSDC and Chamber e-newsletters and Friday After 5, Chamber and DSDC websites and social media.

2026 Friday After 5 Sponsorship Terms

This agreement is made between the Sponsor named above, the Downtown Statesville Development Corporation (DSDC) and the Greater Statesville Chamber of Commerce (Event Coordinators) for 2026 Friday After 5 Concert Series to be held May 1, June 5, August 7, September 4, & October 2, 2026, in Downtown Statesville, NC. The Event Coordinators agree to provide the products and services as they pertain to the Sponsorship level selected. The Event Coordinators shall not be liable for failure to perform its obligations under this agreement if such failure is due to acts beyond its control including, without limitation, acts of God, acts of public enemy, acts of government, civil disobedience or other causes. **To ensure full sponsor benefits, signed sponsor form and payment are due by April 1, 2026. Payment is due at the time of contract with no refunds after 7 days. Exceptions to this payment due date will be made by Event Coordinators on a case-by-case basis.** Sponsors agree to supply high resolution graphic images, camera-ready logos and company information as needed to fulfill the sponsorship level chosen via email to bpackman@statesvillechamber.org, the Event Coordinator's authorized representative. In signing below, the sponsor grants to the City of Statesville and Event Coordinators permission to use photographs taken at this event for publicity purposes.

The undersigned agrees to indemnify and hold harmless the City of Statesville, the Greater Statesville Chamber of Commerce, Downtown Statesville Development Corporation, its' officers, directors, employees, successors and assigns *from and against any and all claims, liabilities, damages, and expenses, including reasonable attorneys' fees, arising out of or in connection with any act or omission of the City of Statesville, Greater Statesville Chamber of Commerce and/or Downtown Statesville Development Corporation in the performance of its obligations under this Agreement.*

To ensure full sponsor benefits, signed sponsor form, payment, graphic images and camera-ready logos must be submitted by **April 1, 2026**. For marketing material, we require high-resolution graphic images, camera-ready logos (EPS files are preferred) and company information to be submitted to bpackman@statesvillechamber.org.

**Request financial information about Downtown Statesville Development by email: bpackman@statesvillechamber.org
Reach out to NC Secretary of State for Greater Statesville Chamber of Commerce licensing information.**

No sponsor booths shall be broken down before the band stops playing at 8:30 PM. Only when the concert has ended or, at 8:30 PM (whichever comes first), can a sponsor begin breaking down their booth. Doing so prior to the scheduled event ending time can have a negative impact on the overall outcome of the event, event attendance, and other vendors at the event. Sponsors are required to set up their promotional booth tent (10' x 10') between 4:30 and 5:00 PM. All booths shall complete their set-up no later than 5:00 PM.

DELIVER COMPLETED FORM AND PAYMENT TO BETH PACKMAN AT GREATER STATESVILLE CHAMBER OF COMMERCE

PAYMENT INFORMATION

SPONSORSHIP LEVEL

Sponsor Amount:

Check Enclosed

Credit Card payment

Name on card

Card # _____

Expiration date _____ CVV Code _____

Headliner Sponsor (1) - \$10,000

Presenting Sponsor - \$5,500

Entertainment Sponsor - \$4,000

Hospitality Sponsor - \$3,000

Street Party Sponsor - \$2,000

Business Sponsor - \$1000

Payment authorization signature

CHOOSE YOUR FRIDAY AFTER 5 BOOTH SET UP DATES:

May 1

June 5

Aug. 7

Sept. 4

Oct. 2

Important Note About Booth Set-Up During Friday After Five Concert(s): Sponsors are strongly encouraged to keep the booth set-up date(s) selected above. Failure to do so can have a negative effect on the event. Should unforeseen circumstances be the cause of the need to cancel your reserved date, consider re-assigning your reserved booth space to a community nonprofit of your choice. Should you re-assign your reserved booth space, Event Coordinators will recognize the donation in writing on company letterhead at the face value of your donation for tax purposes. Whether cancelling or, re-assigning your reserved booth space, please do so in writing via email to bpackman@statesvillechamber.org no less than 30 days prior to the event or as soon as possible.

In agreement with the terms of the selected sponsorship as described herein, I affix my signature below:

Name of Authorized Company Representative

Title of Authorized Company Representative

Signature of Authorized Company Representative

Date Signed

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DELIVER COMPLETED FORM AND PAYMENT TO BETH PACKMAN AT GREATER STATESVILLE CHAMBER OF COMMERCE