



Picnic in the Park – Sponsorship Opportunities

Picnic in the Park is a safe, family-friendly, and free-to-attend live music event right in the heart of our downtown. Many of the region’s top musicians gain exposure from the Cate Square Park gazebo, providing quality entertainment for all ages. By becoming a sponsor, you would contribute to the revitalization of Downtown Hammond, help strengthen our community, and support local musicians, bars, and restaurants. You will also position your brand in front of a broad and diverse audience, and join the ranks of companies who are well-known for supporting important causes in our community.

Spring 2021 Series | April 2nd, May 7th, June 4th | 5:30 – 8:30pm | Cate Square Park

Premiere Sponsorship - \$1,500

This level makes you the primary business associated with this event. Businesses are welcome to team up with other potential sponsors for a “split sponsorship”. Preference is given to in-district merchants.

A *Picnic in the Park Premiere Sponsorship* includes:

- Opportunity to set up a booth during the event, next to the stage.

- On-stage recognition at event and sponsor gets to close the show by announcing winner of the free raffle.
- Business Name and Logo Placement:
 - Billboards
 - Event Posters
 - Social Media Posts
 - Radio Ads

Season Long Partnership - \$500

For one price, you guarantee your spot at all three events this season. At this level, you can be *one of only ten* booths at the event, allowing you to make in-person connections to hundreds of potential customers/contacts. A *season long partnership is offered at a \$100 discounted price*. Cost of partnership can be split between no more than 2 businesses per sponsorship. Preference is given to in-district merchants.

A *Picnic in the Park Partnership* includes:

- One table/booth space
 - Verbal recognition during event
 - Company name listed in social media & radio ads

*Booths must be interactive! Giveaways, kid’s activities, raffle, etc. are all acceptable. Only food/bev partners are allowed to sell products. Partners must provide all their own setup equipment and are limited to a 10x10 space.

Single Event Partnership - \$200

This partnership allows you to set up your business at one event this season. At this level, you can be *one of only ten* booths at the event, allowing you to make in-person connections to hundreds of potential customers/contacts. Cost of partnership can be split between no more than 2 businesses per sponsorship. Preference is given to in-district merchants.

A *Picnic in the Park Partnership* includes:

- One table/booth space
 - Verbal recognition during event
 - Company name listed in social media & radio ads

*Booths must be interactive! Giveaways, kid’s activities, raffle, etc. are all acceptable. Only food/bev partners are allowed to sell products. Partners must provide all their own setup equipment and are limited to a 10x10 space.

To apply, please email Chelsea Tallo at tallo_ca@hammond.org.

