

# Friday AFTER

DOWNTOWN STATESVILLE

## FREE Summer Concert SERIES

### Fridays

from **6:00 pm-8:30 pm**  
on West Broad Street in  
Downtown Statesville

**June 18**  
SOULWATT

**July 16**  
The Catalinas

**August 20**  
Bantum Rooster

**September 17**  
Darrell Harwood

**October 8**  
Red Dirt Revival

## 2021 Sponsorship Packet

**PARTNER** with Greater Statesville Chamber of Commerce and the Downtown Statesville Development Corp. for the 13th 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.
- Launching new 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 anywhere from 1,000-1,500 people to each event. As always, attendance is weather dependent.

### Social environment for professional networking

What could be better than establishing your company's presence in the midst of 1000+ event attendees having a great time?

### Event Support = Economic Impact

Events are integral for Statesville as a whole because they foster energy, create a sense of place in our community and remind people that SVL 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 are held on West Broad Street between Mulberry Street and Kelly Street in Downtown Statesville.

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

Thank you for your consideration of support!

# Sponsorship Form & Agreement

PLEASE SUBMIT AGREEMENT TO: MARIN TOMLIN, PO BOX 205, STATESVILLE, NC, 28687 OR EMAIL:  
MTOMLIN@DOWNTOWNSTATESVILLENC.ORG

## Sponsor Information

COMPANY NAME

CONTACT NAME

STREET / MAILING ADDRESS

CONTACT PHONE NUMBER

CONTACT EMAIL

## PAYMENT INFORMATION

Sponsor Amount: \_\_\_\_\_

Check Enclosed

Credit Card payment

Send Invoice (Address above)

\_\_\_\_\_  
Name on card

\_\_\_\_\_  
Card #

\_\_\_\_\_  
Expiration date

\_\_\_\_\_  
CVW Code

\_\_\_\_\_  
Signature

## SPONSORSHIP LEVEL

\_\_\_\_ **Headliner Sponsor - \$6,500** **SOLD**

\_\_\_\_ **Beer Tent Sponsor - \$3,500**

\_\_\_\_ **Entertainment Sponsor - \$2,500** **per concert**

\_\_\_\_ **Street Party Sponsor - \$1,500**

\_\_\_\_ **Business Sponsor - \$500**

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

## Sponsor Agreement

This agreement is made between the Sponsor named above, the Downtown Statesville Development Corporation (DSDC) and the Greater Statesville Chamber of Commerce for the 2021 Friday After 5 Concert Series to be held June 18, July 16, August 20 and September 17, October 8, 2021 in Downtown Statesville, NC. The Chamber and DSDC agree to provide the products and services as they pertain to the Sponsorship level selected. The Chamber and DSDC 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 cause beyond the City of Statesville (City), Chamber and DSDC control. **To ensure full sponsor benefits, signed sponsor form and payment are due by June 9, 2021, however, sponsorships will be gratefully accepted any time. Payment is due at the time of contract with no refunds after 7 days.** 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 mtomlin@downtownstatesvillenc.org. I further give the City of Statesville, the Chamber and DSDC 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 and the Friday After 5 affiliated staff, board of directors, sponsors, and volunteers in regard to all liability for any damages to personal property, loss of life, personal injury or theft of property that may be sustained in connection with this event.

# 2021 Friday After 5 Concerts

## SPONSORSHIP LEVELS

### Headliner Sponsor \$6,500 - SOLD

- Friday After 5 Event title to feature sponsor's name/logo in all printed materials.
- Company logo on all promotional banners and Friday After 5 street banner which is displayed on East Broad Street prior to all concerts. (Daily traffic count of approximately 7,000 vehicles per day.)
- Top billing for Friday After 5 on all marketing material, including media press releases 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.
- Company logo will be incorporated into ALL event digital graphics and company profiles will be tagged in all social media.
- Featured on the Friday After 5 Summer Concert Series website, Chamber & DSDC website event pages for Friday After Five and featured on Community Calendar.
- Event's sponsor banner will be prominently displayed at each concert. (Average concert attendance is approx. 1,000-1,500).
- Sponsor may have a booth at each concert.
- Discount available for 3-year commitment or first right of refusal for 2022.

### Beer Tent Sponsor \$3,500 - 1 available

- Sponsor logo will appear in all advertisements in local media, DSDC and Chamber e-newsletters, posters, and radio commercials.
- Featured on the Friday After 5 Summer Concert Series website, Chamber & DSDC website event pages for Friday After 5 and featured on Community Calendar.
- Event's sponsor banner will be prominently displayed at each concert. (Average concert attendance is approx. 1,000-1,500)
- Sponsor banner displayed at beer tent (sponsor provides banner, coordinate with organizers on size and placement)
- Sponsor's name will be announced multiple times at each concert.
- Sponsor may have a booth at each concert (sponsor provides booth set up)
- Discount available for 3-year commitment or first right of refusal for 2022.

### Entertainment Sponsor \$2,500 – 5 available (one per concert)

- 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.
- Event sponsor banner will be prominently displayed at each concert. (Average concert attendance is approx. 1,000-1,500)
- Sponsor's name will be announced at each concert.
- Sponsor may have a booth at 3 concerts of their choice
- Discount available for 3 year commitment or first right of refusal for 2022.
- Five sponsorships available.

### **Street Party Sponsor \$1,500**

- Event's sponsor banner/signs will be prominently displayed at each concert.
- Sponsor's logo will appear in printed advertisements and DSDC and Chamber e-newsletters. (Includes regional community calendars, over 6000 subscribers in weekly e-newsletters).
- Sponsor's 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).
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### **Business Sponsor \$500**

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

\*To ensure full sponsor benefits, signed sponsor form, payment and graphic images and camera-ready logos must be submitted by **June 9, 2021**. For marketing material, we require high-resolution graphic images, camera-ready logos (EPS files are preferred) and company information to be submitted to [mtomlin@downtownstatesvillenc.org](mailto:mtomlin@downtownstatesvillenc.org).

\*\*Sponsor benefits may be customized to best meet the unique objections related to brand and corporate dynamics of each sponsoring company. Additional costs may apply.