



# Friday AFTER



DOWNTOWN STATESVILLE

## FREE Summer Concert SERIES

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

May 3

Gump Fiction

(The Ultimate 90's Experience)

June 7

Kids in America

(Totally 80's Tribute Band)

August 2

Chocolate Chip & Co.

(Soul, Funk, Rhythm & Blues)

September 13

Camel City Yacht Club

(Yacht Rock)

October 4

Megan Doss Band

(Country)

## 2024 Sponsorship Packet

**PARTNER** with Greater Statesville Chamber of Commerce and the Downtown Statesville Development Corp. for the 15th 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 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: DSDC, PO BOX 205, STATESVILLE, NC, 28687 OR EMAIL:

[LIZ@DOWNTOWNSTATESVILLENC.ORG](mailto:LIZ@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

\_\_\_\_\_  
CVV Code

\_\_\_\_\_  
Signature

## SPONSORSHIP LEVEL

SOLD **Headliner Sponsor (1) - \$8,000**

**Presenting Sponsor (1) - \$5,000**

**Hospitality Sponsor (3) - \$3,500**

SOLD **Entertainment Sponsor (5) - \$2,500**

**Street Party Sponsor (8) - \$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 2024 Friday After 5 Concert Series to be held May 3, June 7, August 2, September 13, & October 4, 2024 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 April 1, 2024, 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 [liz@downtownstatesvillenc.org](mailto:liz@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.

# 2024 Friday After 5 Concerts

## SPONSORSHIP LEVELS

### Headliner Sponsor \$8,000 - 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.
- ♦ First right of refusal for 2025.

### Presenting Sponsor \$5,000 - 1 available

- ♦ Friday After 5 Event to feature sponsor's name/logo in all printed materials.
- ♦ 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's sponsor banner will be prominently displayed at each concert at the ticket booth. (Average concert attendance is approx. 1,000-1,500)
- ♦ Sponsor's name will be announced multiple times at each concert.
- ♦ Sponsor may have a booth at each concert (sponsor provides booth set up)
- ♦ first right of refusal for 2025.

### Hospitality Sponsor \$3,500 - 3 available

- ♦ Friday After 5 Event to feature sponsor's name/logo in all printed materials.
- ♦ 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's sponsor banner will be prominently displayed at each concert (Average concert attendance is approx. 1,000-1,500)
- ♦ Sponsor's name will be announced multiple times at each concert.
- ♦ Sponsor may have a booth at each concert (sponsor provides booth set up)
- ♦ first right of refusal for 2025.

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

- ♦ 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
- ◆ First right of refusal for 2025.

### **Street Party Sponsor \$1,500 (8 available)**

- ◆ 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).

### **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 **April 1, 2024**. For marketing material, we require high-resolution graphic images, camera-ready logos (EPS files are preferred) and company information to be submitted to [liz@downtownstatesvillenc.org](mailto:liz@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.