



## FALL CONCERT - OCTOBER 12, 2019 SPONSOR APPLICATION

- Please keep a copy of this application for your records -

The Pavilion On Park Square (POPS) is the centerpiece of Forest City and Rutherford County. During its inaugural season this summer, we have seen thousands of individuals visit the park. Since our first event in April 2019, over 10,000 people have attended events at POPS. We have also estimated that an additional 10,000 people have visited the park on non-event days, and we have had visitors from surrounding counties and states, reaching as far as Florida. Our largest event by far, which maxed out the park's 2,000-person capacity limit, was the Grand Opening Concert on Saturday, May 18th. This fall, we are planning another large concert on Saturday, October 12th featuring Sammy Kershaw and Tuesday's Gone where we expect to see the same result. This concert will be the biggest and largest audience POPS can hold and the best event to promote your brand to the highest number of people possible. With a capacity of 2,000, your organization has the potential to reach thousands of people in one night.

### *Diamond Sponsor - \$5,000*

- **Brand Awareness**

- Official Sponsor of Forest City's Fall Concert
- Gate Banner
  - Largest sign available, hung at each entrance (3)
- Print Media Promotion
  - Your logo will be featured on every print media promotion, including official event posters, flyers, etc.
- Social Media Promotion
  - Your organization will be promoted on our various social media platforms
  - You will be made the co-host of the Fall Concert Facebook event
- Website Promotion
  - Your logo and link to your website will be listed on the official Fall Concert page on [townofforestcity.com](http://townofforestcity.com)
- Entry Wristbands
  - Each attendee will receive a wristband upon arrival to the Fall Concert with your logo on it
- 10' x 10' Reserved Booth
  - Can set up a tent and/or table to promote your business
  - Can be used for giveaways, interacting with attendees and providing information about your organization

- **Business-To-Business**

- 1 Reserved Table
  - VIP section - great view of the entire amphitheater
  - Can be used as giveaways for clients, customers and employees
- 4 Reserved Wristbands
  - Can be used as giveaways for clients, customers and employees

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### *Platinum Sponsor - \$2,500*

- **Brand Awareness**
  - Official Sponsor of Forest City's Fall Concert
  - Gate Banner
    - Largest sign available, hung at each entrance (3)
  - Print Media Promotion
    - Your logo will be featured on every print media promotion, including official event posters, flyers, etc.
  - Social Media Promotion
    - Your organization will be promoted on our various social media platforms
    - You will be made the co-host of the Fall Concert Facebook event
  - Website Promotion
    - Your logo and link to your website will be listed on the official Fall Concert page on [townofforestcity.com](http://townofforestcity.com)
  - 10' x 10' Reserved Booth
    - Can set up a tent and/or table to promote your business
    - Can be used for giveaways, interacting with attendees and providing information about your organization
- **Business-To-Business**
  - 1 Reserved Table
    - VIP section - great view of the entire amphitheater
    - Can be used as giveaways for clients, customers and employees
  - 2 Reserved Wristbands
    - Can be used as giveaways for clients, customers and employees

### *Gold Sponsor - \$1,000*

- **Brand Awareness**
  - Official Sponsor of Forest City's Fall Concert
  - Gate Banner
    - Largest sign available, hung at each entrance (3)
  - Print Media Promotion
    - Your logo will be featured on every print media promotion, including official event posters, flyers, etc.
  - Social Media Promotion
    - Your organization will be promoted on our various social media platforms
    - You will be made the co-host of the Fall Concert Facebook event
  - Website Promotion
    - Your logo and link to your website will be listed on the official Fall Concert page on [townofforestcity.com](http://townofforestcity.com)
  - 10' x 10' Reserved Booth
    - Can set up a tent and/or table to promote your business
    - Can be used for giveaways, interacting with attendees and providing information about your organization
- **Business-To-Business**
  - 2 Reserved Wristbands
    - Can be used as giveaways for clients, customers and employees

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### *Silver Sponsor - \$500*

- **Brand Awareness**
  - Official Sponsor of Forest City's Fall Concert
  - Gate Banner
    - Largest sign available, hung at each entrance (3)
  - Website Promotion
    - Your logo and link to your website will be listed on the official Fall Concert page on [townofforestcity.com](http://townofforestcity.com)
  - 10' x 10' Reserved Booth
    - Can set up a tent and/or table to promote your business
    - Can be used for giveaways, interacting with attendees and providing information about your organization
  
- **Business-To-Business**
  - 2 Reserved Wristbands
    - Can be used as giveaways for clients, customers and employees

### *Bronze Sponsor - \$250*

- **Brand Awareness**
  - 10' x 10' Reserved Booth
    - Can set up a tent and/or table to promote your business
    - Can be used for giveaways, interacting with attendees and providing information about your organization
  
- **Business-To-Business**
  - 2 Reserved Wristbands
    - Can be used as giveaways for clients, customers and employees



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### 2019 SPONSORSHIP LEVELS

Diamond Sponsor: \$5,000  
Platinum Sponsor: \$2,500    Gold Sponsor: \$1,000  
Silver Sponsor: \$500    Bronze Sponsor: \$250

**Organization Name:** \_\_\_\_\_  
(As you would like it to appear on marketing materials)

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**If you have a Facebook page, list its name:** \_\_\_\_\_

**Please briefly describe your organization:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Total Amount Enclosed:** \_\_\_\_\_

*Please make checks payable and mail to:*

Town of Forest City  
C/O Courtney Ashley  
PO Box 728  
Forest City, NC 28043

This Agreement ("Agreement"), which includes all of the terms and benefits set forth in this document, is entered into by \_\_\_\_\_ ("\_\_\_\_\_") or "Purchaser") and the Town of Forest City ("Town of Forest City" or "TOFC") as indicated by the signatures of the parties below.

\_\_\_\_\_ agrees to pay a total of \$\_\_\_\_\_ to the Town of Forest City, payable prior to October 12, 2019. In exchange for these payments, the Town of Forest City shall provide the benefits set out in this Agreement.

\_\_\_\_\_  
Name Signature Date

\_\_\_\_\_  
Town Employee Name Signature Date