



153 Park Square  
Forest City, NC 28043



# SPONSORSHIP PACKET

Event Season  
2024



828.245.0365 (O) / 828.748.4861 (C)



[ariannaedwards@townofforestcity.com](mailto:ariannaedwards@townofforestcity.com)

# *GREETINGS FROM THE TOWN OF FOREST CITY!*

As the 2024 season at POPS quickly approaches, I want to share some exciting opportunities for your company to work in collaboration with our team this year. The Pavilion On Park Square (POPS) opened in May 2019, and thousands of people from across the United States have visited our venue and attended our events. This year, we are looking forward to welcoming many new and old visitors.

So where do you fit into this? One of our goals is to enhance collaboration with our local businesses and organizations during events at POPS. Having a diverse schedule of events helps to bring people to our town and the great experiences they have at businesses like yours makes them want to come back.

To continue encouraging our guests to visit your business, I would like to present this sponsorship opportunity to you. As a leader in our community, your involvement with us is a chance for your organization to receive positive exposure and to join other individuals, organizations, and community partners to achieve our mission of creating a fun, family-friendly environment where our community can gather.

If you choose to pursue a sponsorship with us, we will highlight the ways that your organization contributes to making Rutherford County a great place to live, work, and visit. Enclosed are the specific details of the various sponsorship levels. Your sponsorship package can also be tailored to fit your organization's goals.

I believe that this is a great way for us to come together as a community to keep highlighting our amazing local organizations. With your support at these upcoming events, we are sure to make the 2024 season at POPS an overwhelming success. Beyond your sponsorship, I would like to invite you to join us at the many events we'll have this season!

If your organization is interested in being an official event sponsor or if you have any questions, please reach out to me at 828.245.0365 (office), 828.748.4861 (cell) or [ariannaedwards@townofforestcity.com](mailto:ariannaedwards@townofforestcity.com). I would be more than happy to set up a time to meet with you in-person to discuss how we can make this partnership a success.

Thank you for your time, and I look forward to working with you!

Sincerely,

*Arianna Edwards*

Marketing and Events Coordinator, Town of Forest City

# WHY YOUR INVOLVEMENT MATTERS

The Pavilion On Park Square (POPS) is the centerpiece of Forest City. Literally - it's right in the middle of downtown! During the inaugural season in 2019, over 25,000 people attended events at POPS and an additional 50,000 people have visited the park on non-event days, and we have had visitors from all over Rutherford County as well as surrounding counties and states, reaching as far as Florida, Texas and Alabama. What does this mean for you?

**You have the potential to reach thousands of people in one night.**



# SPRING CONCERT

## APRIL 27

Kicking off our summer concerts at POPS, the Spring Concert is the perfect opportunity to highlight your organization. In past seasons, our Spring and Fall Concerts maxed out the park's 2,500-person capacity limit. We expect to see the same numbers at our Spring Concert in 2024. These events bring the biggest and largest audience POPS can hold, making them the best events to promote your brand to the highest number of people possible in just one night.

<b>SPONSORSHIP BENEFITS</b>		<b>HEADLINER \$5,000</b>	<b>OPENER \$2,500</b>	<b>DIRECTOR \$1,000</b>	<b>PRODUCER \$500</b>
<b>PRE-EVENT</b>	Social Media Spotlight	●	●	●	
	Website Promotion	Logo	Logo	Name	Name
	Email Blasts	●	●	●	●
	Event Flyer	Logo	Logo	Name	Name
	Press Release	●	●	●	●
	Newsletter Promotion	●			
<b>DAY-OF</b>	# of Comp Tickets	6 (GA)	6 (GA)	4 (GA)	2 (GA)
	Reserved Table	●			
	On-Stage Thank You	●	●	●	●
	Introduction of Bands	●			
	10' x 10' Reserved Booth	●	●	●	
<b>POST-EVENT</b>	Outgoing Press Release	●	●	●	●
	Thank You E-mail Blast	●	●	●	●

# FINALLY FRIDAYS

## MAY 10 • JULY 19

The Finally Fridays series is how Forest City kickstarts the weekend with free music! Finally Fridays provide a way for friends, co-workers, and families to unwind while enjoying live music, tasty food, and cool beverages in a fun and casual atmosphere.

<b>SPONSORSHIP BENEFITS</b>		<b>HEADLINER \$5,000</b>	<b>OPENER \$2,500</b>	<b>DIRECTOR \$1,000</b>	<b>PRODUCER \$500</b>
<b>PRE-EVENT</b>	Social Media Spotlight	●	●		
	Website Promotion	Logo	Logo	Name	Name
	Newsletter Promotion	●			
	Email Blasts	●	●	●	●
	Event Posters	Logo	Logo	Name	Name
	Press Release	●	●	●	
<b>DAY-OF</b>	On-Stage Thank You	●	●	●	●
	Introduction of Bands	●			
	10' x 10' Reserved Booth	All Events	1 Event	1 Event	
<b>POST-EVENT</b>	Outgoing Press Release	●	●	●	
	Thank You E-mail Blast	●	●	●	●

# EVENT SPONSORSHIP RESERVATION FORM

## SPRING CONCERT

Headliner.....\$5,000  
 Opener.....\$2,500

Director.....\$1,000  
 Producer.....\$500

## FINALLY FRIDAYS

Headliner.....\$5,000  
 Opener.....\$2,500

Director.....\$1,000  
 Producer.....\$500

TOTAL \$ \_\_\_\_\_

## PAYMENT OPTIONS

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Check: A check made out to the "Town of Forest City" is enclosed.  
Total \$ \_\_\_\_\_ Check # \_\_\_\_\_

Invoice: Please send an invoice to the attention of \_\_\_\_\_ to the following email or address (if different from above): \_\_\_\_\_.

**Please submit completed form to:**  
ariannaedwards@townofforestcity.com

**Or mail to:**  
Town of Forest City c/o Arianna Edwards  
PO Box 728  
Forest City, NC 28043