



PAVILION ON PARK SQUARE  
FOREST CITY, NC

# 2022 SPONSORSHIP PACKET

*It's always popping at POPS.*

**Address**

153 Park Square  
Forest City, NC 28043

**Contact**

828.245.0365 (O) / 828.748.4861 (C)  
[courtneyashley@townofforestcity.com](mailto:courtneyashley@townofforestcity.com)

**“I love something of this caliber is in my hometown!”**

“Beautiful location near everything  
Easy to get to and leave from.  
Small Town Friendly’s perfect location  
Love it being in downtown, close to  
restaurants and shops within walking  
distance.”

**“It’s fantastic to have a place  
for the community to gather!”**

“POPS is the place to go unwind on an  
evening with a cold beer while  
listening to your favorite band or  
enjoy a family day with surprises and  
treats for all ages.”

**“POPS is a great asset to  
Rutherford County. My  
family enjoyed many  
events and we’re looking  
forward to many more!”**



# ***GREETINGS FROM THE TOWN OF FOREST CITY!***

As the 2022 season at POPS quickly approaches, I want to share some exciting opportunities for your business to work in collaboration with our team this year. As you may know, 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. We are adding even more events this year, and we are looking forward to welcoming many new and old visitors.

So where does your business fit into this? One of my goals this year is to enhance collaboration with our local businesses and organizations during events at POPS. I make a point to talk to at least ten people at each of our events to get their feedback. Almost every person I speak with tells me that they went shopping at our local shops and boutiques and enjoyed a meal at one of our local restaurants before or during an event. 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 several sponsorship opportunities 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 business 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 2022 season at POPS an overwhelming success. Beyond your sponsorship, I would like to welcome you to join us by attending the multitude of 2022 events.

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 [courtneyashley@townofforestcity.com](mailto:courtneyashley@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,

Courtney Ashley  
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

## MAY 14

The first of our two largest events, our Spring Concert is the perfect opportunity to highlight your organization. In 2019 and 2021, 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 and Fall Concerts in 2022. 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>PUBLICIST \$250</b>	<b>STAGEHAND \$100</b>
<b>PRE-EVENT</b>	Social Media Promotion	●	●	●	●	●	●
	Website Promotion	Logo	Logo	Logo	Logo	Name	Name
	Email Blasts	●	●	●	●	●	●
	Event Flyer	Logo	Logo	Logo	Logo	Name	Name
	Press Release	●	●	●	●	●	●
	Ticket Giveaways	●	●	●	●	●	●
<b>DAY-OF</b>	# of Comp Tickets	10 (VIP)	8 (VIP)	6 (VIP)	4 (GA)	2 (GA)	1 (GA)
	On-Stage Thank You	●	●	●	●	●	●
	Introduction of Bands	●					
	Event Banners	Logo	Logo	Logo	Logo	Name	Name
	10' x 10' Reserved Booth	●	●	●	●		
	Concessions Voucher	\$30.00	\$25.00	\$20.00	\$15.00	\$10.00	\$5.00
<b>POST-EVENT</b>	Outgoing Press Release	●	●	●	●	●	●
	Thank You E-mail Blast	●	●	●	●	●	●

# FALL CONCERT

## OCTOBER 15

What we said on the last page except... fall. PLUS - sponsor the Spring and Fall Concert and get 25% off your total sponsorship!

<b>SPONSORSHIP BENEFITS</b>		<b>HEADLINER \$5,000</b>	<b>OPENER \$2,500</b>	<b>DIRECTOR \$1,000</b>	<b>PRODUCER \$500</b>	<b>PUBLICIST \$250</b>	<b>STAGEHAND \$100</b>
<b>PRE-EVENT</b>	Social Media Promotion	●	●	●	●	●	●
	Website Promotion	Logo	Logo	Logo	Logo	Name	Name
	Email Blasts	●	●	●	●	●	●
	Event Flyer	Logo	Logo	Logo	Logo	Name	Name
	Press Release	●	●	●	●	●	●
	Ticket Giveaways	●	●	●	●	●	●
<b>DAY-OF</b>	# of Comp Tickets	10 (VIP)	8 (VIP)	6 (VIP)	4 (GA)	2 (GA)	1 (GA)
	On-Stage Thank You	●	●	●	●	●	●
	Introduction of Bands	●					
	Event Banners	Logo	Logo	Logo	Logo	Name	Name
	10' x 10' Reserved Booth	●	●	●	●		
	Concessions Voucher	\$30.00	\$25.00	\$20.00	\$15.00	\$10.00	\$5.00
<b>POST-EVENT</b>	Outgoing Press Release	●	●	●	●	●	●
	Thank You E-mail Blast	●	●	●	●	●	●

# FINALLY FRIDAYS

MAY 6 • JUNE 3 • JULY 1 • AUGUST 5

The Finally Fridays series is how Forest City kickstarts the weekend every first Friday of the summer. As the largest monthly free entertainment celebration, Finally Fridays provides a way for friends, co-workers and families to gather, unwind and network while enjoying live music, tasty food and beverages and a fun, casual atmosphere. With an average attendance of 1,000 at each of the four concerts, you will have multiple opportunities to showcase your organization.

<b>SPONSORSHIP BENEFITS</b>		<b>HEADLINER \$10,000</b>	<b>OPENER \$5,000</b>	<b>DIRECTOR \$2,500</b>	<b>PRODUCER \$1,000</b>	<b>PUBLICIST \$500</b>	<b>STAGEHAND \$250</b>
<b>PRE-EVENT</b>	Social Media Promotion	●	●	●	●	●	●
	Website Promotion	Logo	Logo	Logo	Logo	Name	Name
	Email Blasts	●	●	●	●	●	●
	Event Flyer	Logo	Logo	Logo	Logo	Name	Name
	Press Release	●	●	●	●		
<b>DAY-OF</b>	Reserved VIP Table	●	●	●			
	On-Stage Thank You	●	●	●	●	●	●
	Introduction of Bands	●					
	Event Banners	Logo	Logo	Logo	Logo	Name	Name
	10' x 10' Reserved Booth	●	●	●	●	●	
<b>POST-EVENT</b>	Concessions Voucher	\$60.00	\$50.00	\$40.00	\$30.00	\$20.00	\$10.00
	Outgoing Press Release	●	●	●	●	●	●
	Thank You E-mail Blast	●	●	●	●	●	●

# FREE MOVIE FRIDAYS

APRIL 29 • MAY 20 • JUNE 24 • JULY 29 • AUGUST 26 • SEPTEMBER 30

These free movie nights give attendees the chance to watch a movie on a 25-ft. screen along with popcorn, candy, drinks and other concessions available for purchase. All shows begin at dusk, and families can enjoy a night out in a safe, family-friendly environment! With an average attendance of 750 at each of the six movie nights, you will have multiple opportunities to showcase your organization.

<b>SPONSORSHIP BENEFITS</b>		<b>HEADLINER \$3,000</b>
PRE-EVENT	Social Media Promotion	●
	Website Promotion	Logo
	Email Blasts	●
	Event Flyer	Logo
	Press Release	●
DAY-OF	On-Stage Thank You	
	Friendship Nissan Commercial Played Before Movie	●
	Display of Up to Four Vehicles on Large Splash Pad	●●
	Event Banners	Logo
	10' x 10' Reserved Booth	●
	Concessions Voucher	\$60.00
POST-EVENT	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
- Publicist.....\$250
- Stagehand.....\$100

## FALL CONCERT

- Headliner.....\$5,000
- Opener.....\$2,500
- Director.....\$1,000

- Producer.....\$500
- Publicist.....\$250
- Stagehand.....\$100

## FINALLY FRIDAYS

- Headliner.....\$10,000
- Opener.....\$5,000
- Director.....\$2,500

- Producer.....\$1,000
- Publicist.....\$500
- Stagehand.....\$250

## FREE MOVIE FRIDAYS

- Headliner.....\$3,000

TOTAL \$ \_\_\_\_\_  
(deduct 25% if sponsoring Spring and Fall Concert)

## 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:**  
courtneyashley@townofforestcity.com

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