



THE PLEASANTON DOWNTOWN ASSOCIATION (PDA) PRODUCES OVER 30 EVENTS EACH YEAR, SEVERAL OF WHICH PROVIDE OPPORTUNITIES FOR BANDS TO PERFORM.

**NOTE: ALL 2010 performances have been booked. See below for submittal information for 2011.**

### **Concerts in the Park**

PDA hosts approximately 14 summer Concerts in the Park every Friday night from the first Friday in June through the first Friday in September. Concert attendance typically ranges from 1,500 to 2,000 people each Friday evening.

- Bands are responsible for providing a sound system.
- Equipment, sound check and band members must be ready to perform by 6:45 p.m.
- Set up of equipment may begin at 3:00 p.m. **If additional set-up time is required, it can be arranged with the PDA Event Coordinator.**
- Any vehicle(s) which must be driven into the park to unload and load equipment must provide require the driver to provide a copy of the driver's license and copy of current automobile insurance coverage for the responsible driver.

***PDA does NOT have a budget to pay bands performing at the Concerts in the Park.***

It should be noted that bands performing at the Concerts in the Park are given priority consideration for 1<sup>st</sup> Wednesday Street Parties.

Bands playing at the Concerts receive recognition and exposure in the following ways –

- Newspaper advertisements designed specifically for the Concert series.
- Press releases, calendar listings, etc. distributed through a variety of media mediums.
- Concert posters
- Listing on the PDA's Website Event Calendar ([www.pleasantondowntown.net](http://www.pleasantondowntown.net)) throughout the concert season with a link to your website.

- Opportunity to promote your band through the sale of CD's, T-shirts, etc. the night of the concert.

### **1<sup>st</sup> Wednesday Street Parties**

We kick off our event season with our very popular and well-known 1<sup>st</sup> Wednesday Street Parties. The street parties are scheduled on the first Wednesday of each month from May through September and run between the hours of 6:00 – 9:00 p.m. Event attendance typically ranges between 15,000 – 20,000 people per event. Bands perform in a special Beer & Wine garden area (typically in a parking lot area or on a side street of Main Street) which is set up for each street party.

- Bands play from 6:00 – 9:00 and are allowed one 15 minute break during the event.
- Equipment, sound check and band members must be ready to perform by 5:45 p.m.
- Bands are responsible for providing their own sound systems. PDA will provide a 25KW generator.
- PDA will provide a 16x20 stage.

***PDA has an entertainment budget for these events and “hires” bands for each 1<sup>st</sup> Wednesday Street Party event.***

Bands playing at 1<sup>st</sup> Wednesday Street Parties receive recognition and exposure in the following ways –

- Newspaper advertisements designed specifically for each of the specific 1<sup>st</sup> Wednesday Street Party events.
- Press releases, calendar listings, etc. distributed through a variety of media mediums.
- 1<sup>st</sup> Wednesday Street Party posters .
- Listing on the PDA's Website Event Calendar ([www.pleasantondowntown.net](http://www.pleasantondowntown.net)) for the specific Street Party event with a link to your website.

Bands interested in being considered for Concerts and/or 1<sup>st</sup> Wednesday Street Parties for the 2011 season **MUST COMPLETE** a “Band/Musician Information Submittal Form” and provide either a CD/media packet or information that will enable us to listen to a sampling of songs. **Note - we do not typically travel to hear bands play.**

**Submit your information to:** Event Coordinator  
Pleasanton Downtown Association  
830 Main Street, Suite A  
Pleasanton, CA 94566  
925.484.2199, Ext. 4#  
[events@pleasantondowntown.net](mailto:events@pleasantondowntown.net)

**NO LATER THAN FRIDAY, October 29<sup>th</sup>, 2010.** Bands will be booked in November/December 2010 for the 2011 season.

***Please do not contact us prior to January 1<sup>st</sup>, 2011. If your band is selected to play at a 1<sup>st</sup> Wednesday or Concert in the Park, you will be contacted.***