



## PLEASANTON DOWNTOWN ASSOCIATION CONCERT IN THE PARK 2024

### BAND SPONSORSHIP

Sponsoring a Concert in the Park band is a fun and unique way to show off your business to thousands of Tri-Valley residents! Our 2024 Concerts take place every Friday night, 7pm – 8:30pm, June, July & August. Concerts typically draw 3,500+ attendees each week and are a dearly loved, 40+ year Pleasanton tradition! We would love to have you & your business as a part of these tried-and-true celebrations.

Concert sponsorship for **DOWNTOWN MEMBERS** is \$500.

Concert sponsorship for **NON MEMBERS** is \$750.

As a band sponsor, your business will receive:

- Prominent booth location to promote your business at the concert (6' table provided)
- On-stage opportunity to introduce your company and announce the band
- Concert series advertisements with sponsor information in the Pleasanton Weekly
- Promotion via online social media (40K+ followers): Facebook, Twitter & Instagram
- Promotion via 200 Concert posters distributed throughout the Pleasanton area
- Listing on the PDA's Website Event Calendar including business name with link to your website
- Mentions in concert press releases and online news updates

Please see page 2 for the Concert dates and line up. We will make every attempt to accommodate your date request; however, **sponsorships are granted on a first-paid, first-served basis.**

**[Sign up ONLINE](#)** or Return your application to PDA office, with payment, to ensure that you are included on the printed promotional materials. Applications will not be accepted without payment in full.

333 Division Street, Pleasanton, CA 94566  
Phone: (925) 484-2199  
events@pleasantondowntown.net  
www.pleasantondowntown.net



Pleasanton Downtown Association

Concerts in the Park - 2024

7 p.m. – 8:30 p.m.

Lions Wayside Park

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: (required) \_\_\_\_\_

Downtown Member - Fee: \$500

NON Downtown Member – Fee: \$750

I would like to request the following date (Select top 3):

DATE	BAND	SELECT
June 7	DATE ALREADY SOLD	
June 14		
June 21	DATE ALREADY SOLD	
June 28		
July 5		
July 12		
July 19		
July 26		
Aug 2		
Aug 9		
Aug 16		
Aug 23		
Aug 30	DATE ALREADY SOLD	

**Sponsorships are granted on a first paid, first served basis. No refunds.**

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