



2023 Concert in the Park Event Sponsor

# CONCERT IN THE PARK

Concerts are back on Friday Nights in 2023 and we want YOU and your business to be a part of this long Pleasanton tradition. Concerts in the Park have been a cornerstone event in Pleasanton for over 40 years and are deeply rooted in our community. This event provides a unique opportunity to promote your business to over 10,000 annual concert attendees:

**This sponsorship package includes the following:**

## Event Sponsor Package

- Prime booth location at all (10) concerts
- PDA Website advertising throughout the year with prime advertising during the Concert Season (June, July & August)
- Event banner located at bandstand during each concert
- Logo included in all Concert in the Park Pleasanton Weekly ads (minimum 3 per year)
- Downtown kiosk poster with prime advertising
- Logo on Concert in the Park Posters which are displayed throughout Pleasanton area
- Prime mention in all Concert in the Park Press Releases

**Total Marketing/Promotional Value: \$15,000**

**Sponsorship Cost: \$8,000 annually**

2023 CONCERT DATES	
June 9 <sup>th</sup>	July 21 <sup>st</sup>
June 16 <sup>th</sup>	July 28 <sup>th</sup>
June 23 <sup>rd</sup>	August 11 <sup>th</sup>
June 30 <sup>th</sup>	August 18 <sup>th</sup>
July 14 <sup>th</sup>	August 25 <sup>th</sup>

### SPONSORSHIP AGREEMENT & ACCEPTANCE:

All above listed benefits are included in this price. Upon receipt of the signed acceptance the PDA will issue an invoice. Payment to the PDA in full is due 30 prior to the first event.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Company Name: \_\_\_\_\_

Date: \_\_\_\_\_

For more information regarding these corporate sponsorship opportunities, please contact:

**Gabrielle Welk/Events Manager** [gabrielle@pleasantondowntown.net](mailto:gabrielle@pleasantondowntown.net)