



Concert in the Park – Presenting Sponsor (3 available)

Concerts are back on Friday Nights in 2022 and we want YOU and your business to be a part of this decades long Pleasanton tradition! This marketing opportunity provides the unique opportunity to promote your business to our over 25,000 annual concert attendees! Our concerts draw attendees from throughout the Tri-Valley and beyond and will provide your business with an intimate marketing and outreach opportunity. These concerts have been a cornerstone event in Pleasanton for over 40 years and are deeply rooted in our community. By being one of our presenting sponsors in 2022 your business will become part of this deeply cherished Friday-night tradition and join with us as we usher this beloved event back into Downtown Pleasanton.

This sponsorship package includes company/organization logo prominently featured on all Concerts in the Park marketing materials and the following special marketing and advertising opportunities:

- PDA Website advertising throughout the year with prime advertising during the Concert Season (June, July & August): \$3500
- Event banner located at bandstand during each concert: \$2000
- Logo included in all Concert in the Park Pleasanton Weekly ads (minimum 3 per year) - \$3500
- Logo on Concert in the Park Posters which are displayed throughout Downtown - \$1500
- Downtown kiosk poster with prime advertising - \$3000
- Prime mention in all Concert in the Park Press Releases (minimum 6 per year) - \$2000
- Free prime booth location at all concerts –\$4200
- Sponsor acknowledgements from bandstand at each event - \$1400
- Other items as mutually agreed upon

Total Marketing/Promotional Value: \$21,200

Sponsorship Cost: \$10,000 annually