

SUNDAYS in the PARK

FREE CONCERT SERIES, SUNDAY EVENINGS, 6PM TODD GROVE PARK



WELCOME

On behalf of the City of Ukiah, **Redwood Ford**, and KWINE & MAX Radio, we would like to invite you to join us in sponsoring the **31st** Annual Sundays in the Park Concert Series. We look forward to including you as a sponsor for 2024!



THE CONCEPT

The FREE Sundays in the Park Concert Series is a family-oriented attraction that has become a cherished tradition for Mendocino County. Six dates are selected each summer for the Sunday evening concerts. Concert musicians are chosen from a diverse range of musical genres. The series brings immense musical talent to the community.

THE BENEFITS

Each summer the six-show season attracts more than 20,000 spectators to Todd Grove Park in Ukiah. The concerts provide extraordinary exposure to sponsoring businesses. In addition, a multimedia marketing program runs from April through August to provide even more valuable exposure for sponsors.

Sponsors enjoy an array of benefits such as on-site acknowledgements, signage and much more. Your sponsorship helps support this popular tradition which provides a significant variety of marketing opportunities.



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THE APPEAL

FREE outdoor concerts in Todd Grove Park are fun and help to support our local economy. This delightful community tradition attracts residents and visitors from throughout the region. As a sponsor, you are recognized as a special supporter of this exciting event that is enjoyed by so many people.



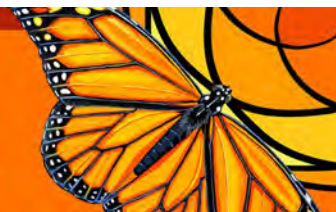
AN INVESTMENT IN YOUR COMMUNITY

In recent years with the tough economy, "staycations" have become very popular. The Sundays in the Park FREE Concert Series provides a wonderful gathering place for families, especially those with relatives visiting from outside our community. Concert spectators spend the entire day in Ukiah picnicking and enjoying the festivities. Spectators visit their favorite restaurant or deli; keeping business local helps everyone.



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SPONSOR BENEFIT OPTIONS

PATRON SPONSORSHIP \$5,000:

- **Large logo displayed on the stage backdrop for every concert**
- Priority placement on all radio spots (roughly 75 per week for 14 weeks)
- 1/8 page advertisement in the City of Ukiah Summer Recreation Guide reaching 18,000 homes
- Logo on City of Ukiah utility stuffer mailed to 8,000 homes
- Inclusion on Greater Ukiah Business and Tourism Alliance newsletter
- Prominent listing on posters and concert shirts
- Substantial presence and acknowledgment in all media items throughout Mendocino County
- Logo placement on the City of Ukiah website
- Thanks and special recognition from the stage at each concert
- Six free concert t-shirts
- Thank you plaque and end-of-the-season reception

CO-PRESENTER SPONSORSHIP \$2,500:

- Mention on 3/4 of all radio spots (roughly 50 per week for 14 weeks)
- Acknowledgement in the City of Ukiah Summer Recreation Guide reaching 18,000 homes
- Logo on City of Ukiah utility stuffer mailed to 8,000 homes
- Inclusion on Greater Ukiah Business and Tourism Alliance newsletter
- Highlighted listing on posters and concert shirts
- Substantial presence and acknowledgment in all media items throughout Mendocino County
- Logo placement on the City of Ukiah website
- Thanks and special recognition from the stage at each concert
- Four concert t-shirts
- Thank you plaque and end-of-the-season reception

MAJOR UNDERWRITER \$1,000:

- Mention on 1/3 of all radio spots (roughly 20 per week for 14 weeks)
- Acknowledgement in the City of Ukiah Summer Recreation Guide reaching 18,000 homes
- Listing on City of Ukiah utility stuffer mailed to 8,000 homes
- Inclusion on Greater Ukiah Business and Tourism Alliance newsletter
- Listing on posters and concert shirts
- Acknowledgment in all media items
- Logo placement on the City of Ukiah website
- Acknowledgement from the stage as a group listing
- Two concert t-shirts
- Thank you plaque and end-of-the-season reception

SUBSTANTIAL FUNDING \$750:

- Listing on posters and concert shirts
- Acknowledgment in all media items
- Acknowledgement in the City of Ukiah Summer Recreation Guide reaching 18,000 homes
- Listing on City of Ukiah utility stuffer mailed to 8,000 homes
- Acknowledgement from the stage as a group listing
- Name placement on the City of Ukiah website
- Two concert t-shirts
- Thank you plaque and end-of-the-season reception

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2024 SUNDAYS IN THE PARK CONCERT SERIES SPONSORSHIP PLEDGE FORM

Company _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

E-mail Address _____

Level of Sponsorship: *Payment plans are available!*

Patron \$5000

Co-Presenter \$2500

Major Underwriter \$1000

Substantial Funding \$750

Business Contact Person _____

Signature _____

PLEDGE NOW! Please mail, fax, or email this pledge form to secure your sponsorship.

Mail: City of Ukiah

Sundays in the Park Concerts

411 W. Clay St.

Ukiah, CA 95482

E-mail: jburgess@cityofukiah.com

For additional information, call at 463-6231.

FOR OFFICE USE:

Pledge Received _____ Payment Received _____

Early Bird Benefit Captured _____