

Summer SoundWaves Concert Series

Thursday nights,
June-August 2019



EVENT PROFILE

This is one of a couple of events that help create a sense of community and positively impact the Quality of Place. Quality of Place drives where people want to live, work and invest.

Summer SoundWaves concerts have been bringing music to Esker Point Beach for 29 years. Each year outstanding local musicians are selected from a large pool of applicants for the experience of playing in front of the fantastic crowd. Shows bring up to 4,000 spectators to the beach for an evening's entertainment. Summer SoundWaves attracts families, teens and adults for an evening of music, food and fun.

PROMOTIONAL PLAN

- Advertising in Groton Parks & Recreation Summer Brochure (distribution of 19,000+)
- Event Banner along Route 1 (15,100 vehicles pass by daily)
- Press Releases
- Social Media Campaign – Facebook
- Website Information
- Government Access Cable Channel
- *Sound Waves* Magazine
- Radio

3 AVAILABLE PER CONCERT

SPONSORSHIP BENEFITS	SOUNDWAVES SUPPORTING SPONSOR \$250	HEADLINING SPONSOR \$500
ONLINE Logo posted on special events page on GrotonRec.com with a link to sponsor's website	✓	✓
SIGNAGE Opportunity to hang banner at sponsored concert		✓
MEDIA PROFILE Recognition in all concert publicity (posters, banner at Esker Point Beach, press releases, and more)	✓	✓
Sponsor name listed on special event page in Summer <i>DISCOVER</i> guide (With commitment by April 1, 2019)		✓
ONSITE Info booth or table on the beach Opportunity to distribute promotional items at sponsored concert Live recognition on stage during pre-concert announcements	✓	✓ ✓ ✓
CUSTOMER ADDED VALUE 2 VIP parking vouchers for sponsored concert		✓

Groton Parks & Recreation

SPONSOR COMMITMENT FORM

Please complete and return to the address below. Please print all names legibly and exactly as they should appear in all publications.



Sponsor Name

Contact Person

Mailing Address

Billing Address

City State Zip

Phone Email

TYPE OF CONTRIBUTION

Cash- complete box to the right

In-Kind Sponsorships

In-Kind sponsorships for any of our events are greatly appreciated. Needs vary by event. If your company would like to contribute to any of our events by providing donation of goods and/or services, please contact Mark Berry as noted below. (complete description box below)

Description

SPONSORSHIP OPPORTUNITIES

**Only 1 per race ** Indicates only 1 available*

Souper Bowl

- Ladle Sponsor \$600
- Spoon Sponsor \$350

Race Sponsors - Check one

- Mystic Irish 5K
- Mystic Muddy Mayhem
- Tour de Noank
- Hydration Station Sponsor * \$1,500
- Finish Line Sponsor \$500
- Starting Line Sponsor \$250

Summer Soundwaves

- Headlining Sponsor \$500
- Supporting Sponsor \$250

4th of July Parade

- Freedom Sponsor ** \$1,000
- Patriot Sponsor \$500
- Red/White/Blue Sponsor ** \$250

Celebration on the Thames

- Stage Sponsor ** \$1,500
- Supporting Sponsor \$150

Bakers Battle

- Sprinkles Sponsor \$600
- Sugar Sponsor \$350

What's it Worth?

- Heirloom Sponsor \$600
- Vintage Sponsor \$350

Chili Cook-Off

- Lights & Sirens Sponsor \$600
- 9-1-1 Sponsor \$350

SPONSORSHIPS MUST BE RECEIVED BY APRIL 1 TO APPEAR IN THE SUMMER DISCOVER GUIDE.

If applicable, please email a camera-ready (.eps) color copy of your sponsor logo to the Email address below for promotional uses.

Questions: Please contact Mark Berry at mberry@groton-ct.gov or 860-536-5680

Check are made payable and mailed to: Groton Parks & Recreation 29 Spicer Avenue, Noank, CT 06340-5659

Signature

Date