



ABOUT THE GULLEY PARK SUMMER CONCERT SERIES

The City of Fayetteville Parks and Recreation is seeking sponsorships and donations from supporters and businesses like yours to make this upcoming year's *23rd Annual Gulley Park Summer Concert Series* a success! Your support allows us to connect our community in a diverse lineup of six FREE special event outdoor concerts that the City of Fayetteville hosts throughout the summer.

In the heart of one of our City's most appreciated parks, the community gathers to enjoy outdoor live music and a food truck rally on six different occasions each summer. Hundreds of lounge chairs and blankets are scattered around the park to enjoy the atmosphere in countless ways. Family friendly music brings all walks of life together and spectators are encouraged to bring their "furry" friends as well. The Gulley Park Summer Concert Series has fantastic reaching potential with an estimated 6,500 attendees last season.

WHY YOU SHOULD SPONSOR THE GULLEY PARK SUMMER CONCERT SERIES

- The Gulley Park Summer Concert Series is an exciting long-standing tradition here in Fayetteville. Your support allows us to connect our community in a diverse line-up of six FREE summer concerts highlighting local and regional talent.
- Gulley Park Summer Concert Series offers enjoyable, family friendly entertainment that appeals to a broad and diverse audience for your company to reach.
- The Gulley Park Summer Concert Series is an avenue source of entertainment and arts that impacts both Fayetteville and the Northwest Arkansas region.
- The Gulley Park Summer Concert Series has a history of being a great sponsor reaching event as many sponsors return year after year.

For more information feel free to contact us at (479) 575-8369.

City of Fayetteville
Parks and Recreation Department

Sponsorship / Donation Form

Thank you for your decision to become a sponsor for Fayetteville Parks and Recreation.

Business Name: _____

Contact Person: _____

Street Address: _____

City: _____ State _____ Zip _____

Email Address: _____

Phone: _____ Cell Phone: _____

Gulley Park Sponsor:

- Single Show Sponsor (\$100)
- Presenting Sponsor (\$500)
- Food Sponsor (\$750)
- Series Sponsor (\$3,000)



Instructions:

- Please email your logo to lballard@fayetteville-ar.gov in **PDF, AI** or **JPG** format. If you do not have a logo you will need to create one to be used in all advertisements.
- If you need to be invoiced, please send your logo and registration form, along with a request for an invoice, and one will be mailed to the address listed above.
- Questions: Parks and Recreation Office #: 479-444-3471 or Fax #: 479-521-7714.

In-Kind Donations:

In-Kind (media/lodging/equipment/etc.) please list what you will provide:

Checks can be made payable to: Fayetteville Parks and Recreation

Checks can be mailed to:
Fayetteville Parks & Recreation
Attn: Lacie Ballard / Gulley Park Concert Series
113 W. Mountain Street
Fayetteville, AR 72701





City of Fayetteville Parks and Recreation Department

Gulley Park Summer Concert Series

Fayetteville Parks and Recreation brings to you the 23rd summer of concerts at Gulley Park. Last summer was one of our best yet, with six shows featuring some of the best music the region has to offer. Best of all, they are FREE! The Gulley Park Summer Concert Series includes six concerts in all. Concerts are on Thursday evenings at 7 p.m. Thanks to the bands, sponsors, and fans who make the Gulley Park Summer Concert Series what it is. See you at the shows!

Single Show Sponsor - \$100 (limited to 3 per show)

- Your company banner (you provide) displayed next to your vendor booth during the one concert of your choosing. We encourage sponsors to hand out freebies, giveaways, free raffles, offer face painting, etc.
- On-site activities before and during the concerts. Businesses may set up a promotional booth, table, etc.
- Monies may be exchanged on-site during concerts.
- Name and logo displayed in one advertisement in Northwest Arkansas Times
- Sponsors will be announced the night of the show before the concert takes place.
- Your logo posted up on one banner for all 6 shows - thanking our Concert Series supporters.

Presenting Sponsor - \$500 (limited to 6)

- Official co-sponsor (along with Parks and Recreation) of the show of your choosing. Parks and Recreation staff will select the artist and dates for the six shows and once the roster has been finalized, presenting sponsors will be allowed to choose a show to co-sponsor in the same order they commit to sponsorship.
- Company banner (you provide) displayed next to your vendor booth during all six events. We encourage sponsors to hand out freebies, giveaways, free raffles, offer face painting, etc.
- On-site activities during the events. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Opportunity to introduce (along with radio personality) the artist at the show that you are co-sponsoring.
- Logo on the <http://fayetteville-ar.gov/concerts> website
- Mentions in social media communications (minimum 3 posts)
- Logo placement on sponsor recognition signs on-site (minimum 2 banners)
- Public acknowledgment of your sponsorship during all six events
- Mentions in Northwest Arkansas Times (minimum 3 posts)
- Logo displayed on all print promotional materials (minimum 1500 flyers and 30 posters)

Food Sponsor - \$750 (limited to 5)

- On-site activities before and during all six shows. Businesses may serve approved food items (menu approved beforehand) from their booth, cart, food truck, etc. Monies may be exchanged onsite during the concerts.
- Logo on the <http://fayetteville-ar.gov/concerts> website
- Mentions in social media communications (minimum 1 posts)
- Logo placement on sponsor recognition signs onsite (minimum 2 banners)
- Public acknowledgement of your sponsorship during all six shows

Series Sponsor - \$3,000 (limited to 1)

- Series sponsor will be given equal recognition (along with Parks and Recreation) on all promotional material related to the concerts. This includes all radio, television, social media posts, signage, etc.
- Company banner (you provide) displayed at both entrances to Gulley Park (for the duration of the summer) and at the front of the concert stage on all show dates, (you provide the banners and Parks staff will hang them up for each show). Yours will be the only company banner displayed at these locations.
- Opportunity to meet, take photos, and introduce (along with radio personality) the artist at all six shows
- Featured Logo on the <http://fayetteville-ar.gov/concerts> website
- Mentions in social media communications (minimum 3 posts)
- Public acknowledgement of your sponsorship during all six events
- Mentions in Northwest Arkansas Times (minimum 6 posts)
- Logo displayed on all print promotional materials (minimum 1500 flyers and 30 posters)
- Two VIP passes per concert that allow front row reserved parking

Note: Series Sponsorship is limited to one business/organization. If a Series Sponsor is confirmed, presenting sponsors and event sponsors are still permitted.

Sponsorship opportunities are flexible. Businesses and organizations are encouraged to be creative in planning involvement. In-Kind Product/Service exchanges are also welcomed.

In Kind Services to be considered for sponsorship include:

- Graphic Design Services
- Printing Services
- Social Media Advertisements / Radio Advertisements
- Professional Photographer
- Band Hospitality Sponsor (Food)
- Band Hospitality Sponsor (RV-changing room)
- Official Hotel Sponsor (Bands)
- Raffle Prize Donations - hammocks/outdoor gear/gift cards/musical instruments/free music lessons/etc.