

Oregon City Parks & Recreation 2020 SUMMER CONCERT SERIES

OUR MISSION is to provide 7 evenings of free musical entertainment in an open-air atmosphere that promotes a safe, fun environment for people to gather.

CONCERTS IN THE PARK provide unique opportunities for:

- ♪ enjoying top musical acts for FREE
- ♪ a local, fun and safe night out for all ages
- ♪ family bonding in a beautiful, natural setting
- ♪ memorable experiences for all, from toddlers to grandparents
- ♪ building true community and tradition



Choose from Five Sponsorship Levels

| Presenting Sponsor (limit 4) \$2,800 | Terrace Sponsor (limit 1) \$1,200 | Kid Zone Sponsor (limit 1) \$1,200 | Band Sponsor (limit 7) \$1,000 | Friends of the Concerts \$150+ |
|--|---|--|--------------------------------------|-----------------------------------|
|--|---|--|--------------------------------------|-----------------------------------|

NEW! As a KID ZONE SPONSOR you will use your designated "booth" as a play space to provide kids & parents with toys, games or activities to keep kids entertained—while also advertising your business during all 7 concerts!

PRINT RECOGNITION (Trail News, flyers, mailings & posters)

| | | | | | |
|---|------|------|------|------|------|
| ♪ Business exclusivity (4 different top sponsors) | ★ | | | | |
| ♪ Top Billing on all printed matter (Logo: 2 to 6 sq.in. depending on publication and print media size) | ★ | | | | |
| ♪ Design input | ★ | | | | |
| ♪ Business information in summer Trail News publication | logo | logo | logo | logo | name |
| ♪ Business information on the back of on-site handouts ("Housekeeping & Friendly Reminders") | logo | logo | logo | logo | name |
| ♪ Business information & Thank You in fall Trail News | logo | logo | logo | logo | name |
| ♪ Logo on all promotional materials (½ to 2 sq.in. depending on publication and print media size) | | ★ | ★ | ★ | |
| ♪ Business name on all materials (minimum 10pt type) | | | | | ★ |

Concerts at the End ^{of the} Oregon Trail Interpretive Center

ONSITE RECOGNITION — AT ALL 7 CONCERTS

| | | | | | |
|---|---|---|---|---|---|
| ♪ Product exclusivity. EOT will purchase your beer and/or wine exclusively, and sell it to concert attendees. | | ★ | | | |
| ♪ Booth for all concerts (10' x 10' space with two tables and six chairs, provided by the City) | ★ | | ★ | | |
| ♪ VIP parking (a guaranteed marked, reserved space) | ★ | ★ | ★ | ★ | ★ |
| ♪ Banner (5' x 3') for all concerts | ★ | ★ | ★ | | |
| ♪ Announcement prior to start of entertainment | ★ | ★ | ★ | | |
| ♪ 1–2 minute announcement during music break | ★ | | ★ | | |
| ♪ Logo on 2' x 3' sandwich board thanking all sponsors | ★ | ★ | ★ | ★ | |
| ♪ Business name on 2' x 3' sandwich board listing all concert sponsors | | | | | ★ |

ONSITE RECOGNITION — AT ONE CONCERT

| | | | | | |
|--|--|--|--|---|--|
| ♪ Booth (10' x 10' space with one table & four chairs, provided by the City) | | | | ★ | |
| ♪ Announcement prior to start of entertainment | | | | ★ | |
| ♪ 1–2 Minute announcement during music break | | | | ★ | |
| ♪ Logo & business name on 2' x 3' sandwich board | | | | ★ | |

ONLINE/SOCIAL MEDIA RECOGNITION FOR 6 MONTHS

| | | | | | |
|---|---|---|---|---|---|
| ♪ Logo and URL on City Website & Facebook page | ★ | ★ | ★ | ★ | |
| ♪ Business name on the City Website, Parks and Recreation Facebook page, and on Instagram | | | | | ★ |

AS A LOCAL BUSINESS OR INDIVIDUAL, your donation demonstrates your commitment to our community. Your financial support not only helps us continue to offer this cherished community event, but also brings your name to an estimated 30,300 concert attendees! As a sponsor, you support these fun, free family events by giving back to the community and providing an opportunity to share in a summer evening of music!

ATTENDANCE / REACH

| | |
|--|----------------|
| 2020 Estimates for 7 Concerts | |
| TOTAL ATTENDANCE | 30,300 |
| Website Impressions April–September | 75,000 |
| Print Impressions Flyers/posters (12"x 18") displayed throughout the community and surrounding areas, banners/on-site postings, community activity guide | 85,000 |
| Social Media Impressions Facebook | 39,000 |
| TOTAL IMPRESSIONS | 229,300 |

What Attendees Say

"So many people standing, singing, dancing, taking photos and videos, and just genuinely filled with joy."

"I Love Oregon City's concerts in the park! I look forward to Thursdays. A perfect way to end the day."

"Good music, food and friends. And beautiful sunsets. It brings the community together and you get to see people that you have not seen all year."

"Free Summer Concerts are fun & fantastic. More, More, More!!!"

MORE INFO—Contact Rochelle Anderholm-Parsch, Aquatic & Recreation Manager: rparsch@orc.org or 503.496.1572 **OR SIMPLY COMPLETE AND RETURN THE SPONSORSHIP AGREEMENT ON THE NEXT PAGE.**





2020 Summer Concerts in the Park Series Sponsorship Agreement

FOR MORE INFO OR TO BE A SPONSOR, CONTACT:
*Rochelle Anderholm-Parsch, Aquatic & Recreation
 Manager 503.496.1572 | rparsch@orc.org*
OR SIMPLY COMPLETE AND RETURN THIS AGREEMENT.

Please Check a Sponsorship Level

| PRESENTING Sponsor (limit 4) \$2,800 | TERRACE Sponsor (limit 1) \$1,200 | KID ZONE Sponsor (limit 1) \$1,200 | **BAND** Sponsor (limit 7) \$1,000 | FRIENDS of the Concerts \$150+ |
|--------------------------------------|-----------------------------------|------------------------------------|------------------------------------|--------------------------------|
|--------------------------------------|-----------------------------------|------------------------------------|------------------------------------|--------------------------------|

**** BAND Sponsor: Please mark your 1st and 2nd choices below. ****

| | | |
|-------------------------|---|--|
| CONCERT SCHEDULE | <i>End of the Oregon Trail Interpretive Center, 1726 Washington Street Food service starts at 5:30pm and music starts at 6:30pm</i> | |
| CHOICES | THURSDAYS | BAND Music Genre |
| | July 9 | BAD MOON RIDERS <i>Credence Clearwater Revival Tribute</i> |
| | July 16 | JENNIFER BATTEN & Full Steam <i>Guitar legend & former guitarist for Michael Jackson</i> |
| | July 23 | HARD DAYS NIGHT <i>Beatles Tribute from Los Angeles, California</i> |
| | July 30 | HYSTERIA <i>Tribute to Def Leppard</i> |
| | Aug 6 | CASCADE CRESCENDO <i>Pacific Northwest Jam Grass</i> |
| | Aug 13 | HIT FACTORY <i>Featuring Patrick Lamb</i> |
| | Aug 20 | JOHNNY LIMBO & The Lugnuts <i>Top hits of the 50's & 60's</i> |

THIS SPONSORSHIP AGREEMENT is between the City of Oregon City's Community Services Department and the Sponsor of a summer "Concerts in the Park 2020" event.

SPONSOR'S NAME
(AS YOU WANT
IT TO APPEAR)

MAILING ADDRESS

CITY, STATE, ZIP

BUSINESS PHONE

E-MAIL ADDRESS

Sponsorship fees are due by April 8, 2020. Please mail your check to:

*Attn: Rochelle Anderholm-Parsch
 Oregon City Community Services
 PO Box 3040 | Oregon City, OR 97045*

Concerts in the Park are open-air concerts; there is always the potential for poor weather. Unfortunately, we cannot refund the sponsorship fee if the weather is unfavorable or if attendance is poor. If your sponsorship level allows for promotional material to be displayed or distributed, it must be approved at least 48 hours prior to the event by Rochelle Anderholm-Parsch.

The Sponsor agrees to the conditions listed above.

NAME OF SPONSOR
REPRESENTATIVE

SIGNATURE

DATE

Thank you for supporting the 2020 Oregon City Concerts in the Park!



BAD MOON RIDERS

