



February 1, 2020

We would like to invite you to join this year's team of supporters for the 2020 Sundays in the Park Free Concert Series. These concerts are the highlight of our community's summer and are THE most attended community events throughout the year. The free concerts consistently draw thousands of families and friends to the beautiful setting of Todd Grove Park making this series a celebrated Ukiah tradition.

As a sponsor, you will receive tremendous benefits in return for your donation. We are committed to providing a benefit package that highlights your generosity and commitment to the continued success of the Sundays in the Park Series. Businesses have found concert sponsorship rewarding not only for the positive marketing benefits, but also as a statement that your company cares about our community.

If you have any questions, comments, or suggestions, please contact the Community Services Department at 463-6231.

We look forward to your participation in the 29th season of Sundays in the Park.

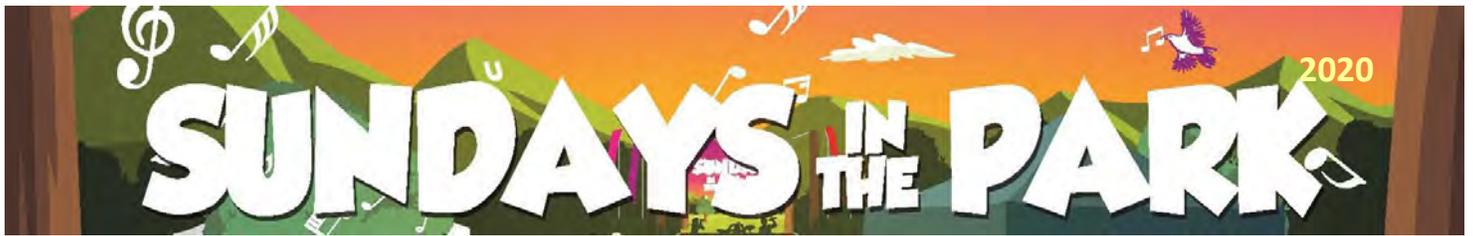
Sincerely,

A handwritten signature in black ink, appearing to read "Carter Grissom".

Carter Grissom  
Concert Promoter

A handwritten signature in black ink, appearing to read "Jake Burgess".

Jake Burgess  
City of Ukiah - Recreation Supervisor  
(707) 463-6201



# WELCOME

On behalf of the City of Ukiah, Ken Fowler Auto Center, and KWINE & MAX Radio, we would like to invite you to join us in sponsoring the 29th Annual Sundays in the Park Concert Series. We look forward to including you as a sponsor for 2020!



# 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.





# 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.





# SPONSOR BENEFIT OPTIONS

## PATRON SPONSORSHIP \$5,000:

- Custom vinyl banner displayed from the backdrop of the stage
- 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
- Listing on Chamber of Commerce newsletter reaching the Greater Ukiah area
- 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
- Listing on Chamber of Commerce newsletter reaching the Greater Ukiah area
- 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
- Listing on Chamber of Commerce newsletter reaching the Greater Ukiah area
- 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





2020 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

**Fax:** (707) 463-6740  
**Email:** jburgess@cityofukiah.com

To assure that your business is included in all promotional materials,  
please submit initial payment by **March 27, 2020**. *Payment plans are available!*

For additional information, call at 463-6231.

**FOR OFFICE USE:**

Pledge Received \_\_\_\_\_ Payment Received \_\_\_\_\_

Early Bird Benefit Captured \_\_\_\_\_