



MUSIC *at the* PAVILION



Be a Rock Star

Sponsor Music at the Pavilion this summer

6 THURSDAYS | JUNE 15 | JUNE 29 | JULY 6 | JULY 20 | AUGUST 3 | AUGUST 17



2023 SPONSORSHIP MATERIALS



January 2023

Dear Local Business Owner,

On behalf of the Germantown Park and Recreation Department, I am writing you to request your sponsorship of our summer Music at the Pavilion program. This community concert series will be held six Thursday evenings this summer at Firemen's Park in Germantown (June 15th, June 29th, July 6th, July 20th, August 3rd, and August 17th). We are in search of additional sponsors to continue this popular community event. We're hoping that you will be interested in partnering with the Park and Recreation Department.

In exchange for your sponsorship, we are committed to providing a high level of recognition. I have attached a list of the sponsorship benefits associated with the Music at the Pavilion series. Benefits may include, your business being recognized in our promotional materials, newspaper advertisements, colored flyer and poster, sponsor banners, social media posts, the Village of Germantown website and other Park & Recreation publications.

What is Music at the Pavilion? A free concert series held in the Village of Germantown during June, July and August. Each concert features a local artist or group, food trucks and a beer garden. This series is solely funded by sponsorships and donations from local businesses like yours.

Thank you for considering our request. We look forward to the possibility of partnering with you. Thank you for all you do in our community. If I can provide any additional information, please contact me at (262) 250-4710 or krodger@germantownwi.gov.

Sincerely,

Katie Rodger
Recreation Supervisor

MUSIC AT THE PAVILION



SPONSORSHIP LEVELS AND BENEFITS

SPONSORSHIP LEVEL 1: PRESENTING SPONSOR

CONCERT SUPERSTAR \$5,000

- Presenting Sponsor; **only one “Concert Superstar” package is available per season.**
- Complimentary area at each concert for your customers, employees and guests.
- Acknowledgment of company during nightly welcome speech.
- Company logo on all concert series banners.
- Company logo or name recognition on promotional materials, website, print ads & social media.
- Complimentary table to advertise your business at all six concerts.

SPONSORSHIP LEVEL 2: CONCERT SPONSOR

ROCKER \$3,000

- Complimentary area at one concert for your customers, employees, and guests.
- Acknowledgment of company during nightly welcome speech.
- Company logo on banner displayed at every concert.
- Company logo or name recognition on promotional materials, website & social media.
- Complimentary table to advertise your business at all six concerts.

SPONSORSHIP LEVEL 3: SERIES SUPPORTER

OPENING ACT \$1,500

- Company logo on banner displayed at every concert.
- Acknowledgment of company during nightly welcome speech.
- Company logo or name recognition on promotional materials, website & social media.
- Complimentary table to advertise your business at two concerts.

SPONSORSHIP LEVEL 4: FRIEND OF MUSIC AT THE PAVILION

BACKUP SINGERS \$750

- Company logo on banner displayed at every concert.
- Acknowledgment of company during nightly welcome speech.
- Company logo or name recognition on promotional materials, website & social media.
- Complimentary table to advertise your business at one concert.

SPONSORSHIP LEVEL 5: INDIVIDUAL

GROUPIES \$300

- Company logo on banner displayed at every concert.
- Company logo or name recognition on website & social media.
- Complimentary table to advertise your business at one concert.

How to Become a Sponsor

Please call Katie Rodger at (262) 250-4710, or send her an email at krodger@germantownwi.gov.