

Sponsorship packet

LOS GATOS

music in the park



2019 Town of Los Gatos • Music in the Park

Sponsorship Information



Music in the Park is one of the premier summer events hosted by the Town of Los Gatos. Since 1988, Music in the Park (MIP) has been a free public summer concert series held on Sunday afternoons on the Los Gatos Civic Center Lawn.

Our Town Council is proud to announce that the 2019 Music in the Park concert series will once again be designed and hosted by the Town. We will continue to provide the opportunity for our community to enjoy a fun mix of musical genres in a family friendly atmosphere.

2019 Music in the Park Concert Series

Sundays: July 7 • July 14 • July 21 • July 28 • August 4
Civic Center Lawn • 110 E. Main Street, Los Gatos
5:00 P.M. to 7:00 P.M.

Becoming a Sponsor of Music in the Park

- Allows you to brand your organization as a genuine partner of the community.
- Allows your organization to develop stronger relationships with new and existing customers.
- Allows your organization to be prominently featured in event publicity, gaining your organization access and visibility to potential customers.
- Strengthens the Town's ability to continue to offer this community event.
- Creates an active and engaged community.

Connect with us today!

Arn Andrews, Assistant Town Manager
110 East Main Street
Los Gatos, CA 95030
aandrews@losgatosca.gov

www.losgatosca.gov/MIP

2019 Sponsorship Package Opportunities

Music in the Park Sponsor Packages provide a variety of brand placement and company recognition opportunities, along with VIP treatment at the concerts. There are several packages available with varying price points to fit your business and marketing plan.

Some package perks include:

- Brand placement on Music in the Park marketing items including:
 - Printed marketing materials including posters, programs, and Los Gatos Weekly Times advertisements.
 - Street pole banners located along N. Santa Cruz Ave., Main Street, and Los Gatos Blvd. with exclusive brand placement
 - Large community banners prominently displayed in Town
 - Large banner(s) displayed at each concert including opportunities to have placement near the stage
 - Feather banners at each concert lining walkways with Logo prominently displayed
 - Website and Social Media recognition (with live links) on Town website, Facebook, Instagram, Nextdoor, and Twitter
- Exclusive sponsor tents with options for reserved seating, brand signage and product placement
- Reserved parking spaces

Yes, I'd like to become a 2019 MIP Sponsor!

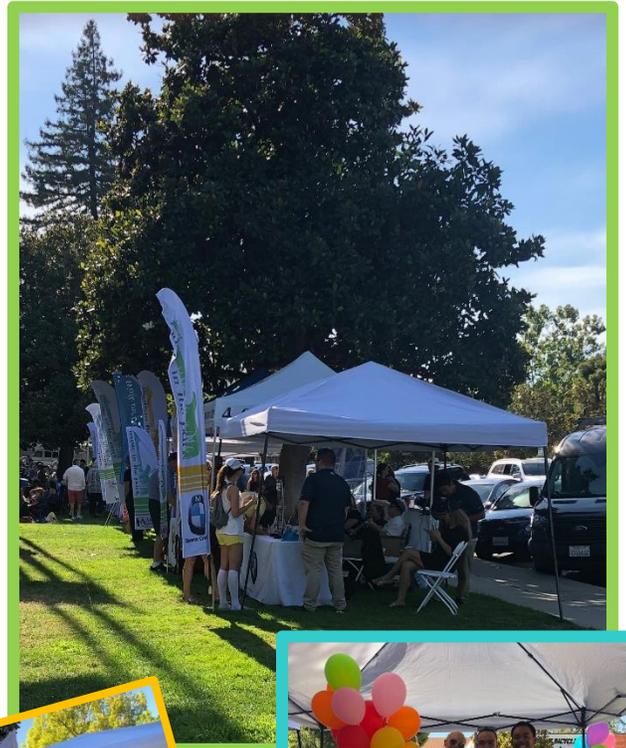
Please review the sponsorship opportunities on the following pages and complete the Sponsorship Letter of Intent included in this packet.

Letters of Intent can be submitted to Arn Andrews:

Town of Los Gatos
Attn: Arn Andrews, Assistant Town Manager
110 East Main Street
Los Gatos, CA 95030
aandrews@losgatosca.gov

Sponsorship Benefits	Partial \$1,000	Single \$2,500	Premier \$5,000
Recognized as a Premier Sponsor in all print, web, and social media marketing (with live links)			●
At least four street pole banners with your exclusive brand/logo placement on Main Street and N. Santa Cruz Ave.			●
Large logo on prominent banner near stage of each concert			●
Reserved parking spaces at each concert		One	Two
Sponsor Tent at Concert		<ul style="list-style-type: none"> • Exclusive Tent at Sponsored Concert • Feather banner with logo 	<ul style="list-style-type: none"> • Exclusive Tent at ALL Concerts • Large Feather banner with logo
Website and Social Media Promotion and Marketing	One Week prior to sponsored concert	One week prior to sponsored concert with tags and live links	Throughout entire concert series with tags and live links
Logo placement on feather banners at concerts	Shared banner at sponsored concert	Sponsored Concert	Every concert
Brand recognition and placement on Posters, programs, Los Gatos Weekly Times Ads	Text	Small logo	Large logo

2018 Marketing & Sponsor Examples



Banners!

MAIN STAGE, FEATHER & STREET POLE



Sponsor Opportunities at the Concerts!

TENTS, PRODUCT PLACEMENT, PARKING & CROWD ENGAGEMENT



Sponsorship Letter of Intent - Sponsor Information

Company/Organization Name

Contact Person's Name

Address

City

State

ZIP

Phone No. 1

Cell Phone

Fax

Email

Website

Payment

Amount Payable to **Town of Los Gatos**: \$ _____ (Tax I.D. # _____)

Check included

Please send me an invoice

Social Media

For marketing purposes please provide your hashtags, handles, and/or usernames for the following Social Media:

▪ Facebook: _____

▪ Instagram: _____

▪ Twitter: _____

▪ Website Link: _____

Submittal

Please submit this completed form with payment to:

Town of Los Gatos
Attn: Arn Andrews
110 East Main Street
Los Gatos, CA 95030

Approval

If sponsorship is approved, Town staff will work with your Organization to obtain necessary high-resolution artwork for printed and electronic promotions.

Sponsor Signature

Printed Name

Date