

CITY OF MEDFORD

SUMMER CONCERT SERIES SPONSORSHIP OPPORTUNITIES



PLAYMEDFORD.COM



WHY SPONSOR CONCERTS?

PROVIDE A COMMUNITY EVENT: The Summer Concert Series is 100% sponsor-funded. Without the support of community-minded businesses, this series would not be possible!

GO BEYOND MEDFORD: The concerts attract people from all over the Rogue Valley, Southern Oregon and beyond.

GROW YOUR CONTACT LIST: These concerts provide opportunities for you to mingle with potential customers and make corporate contacts as you connect with fellow sponsors.

STRENGTHEN YOUR BRAND: Align your brand with community values. The Summer Concert Series will give you the venue to build visibility and connect with customers and other businesses while helping to grow and sustain events that make Medford a great place to live.

MAKE IT PERSONAL: Make your sponsor recognition evening a night to remember — for the customers too. Take this unique opportunity to connect with the crowd and make their experience even better. They will remember you!

SPONSOR BENEFIT HIGHLIGHTS

SITE SIGNAGE: Colorful banners and site signage will provide visibility for your company name and logo.

ON-STAGE RECOGNITION: Your company's support of the series will be recognized from the stage during your featured concert.

WEB & SOCIAL MEDIA: Sponsors may have their logo with hyperlink posted on the Medford Parks and Recreation websites, as well as included in social media posts promoting the concerts.

CONNECTING WITH TARGET MARKETS: Sponsors will have the opportunity to have a booth at the venue where they can connect one-on-one with the audience making a positive impression on community members.

PARKS & RECREATION PROGRAM GUIDE: Our recreation guide is mailed to every household in Medford. Sponsors may have their logo in both the Summer and Fall editions. Advertisements are included for indicated levels.

YEAR-ROUND ADVERTISING: Sponsor a concert and receive valuable year round facility & print advertising.

CONCERT SPONSOR BENEFIT SUMMARY

BENEFITS	TITLE SPONSOR \$10,000	PRESENTING SPONSOR \$5,000	CONCERT SPONSOR \$1,500	CONCERT CO-SPONSOR \$900
Stage Recognition	All eight concerts	All eight concerts	One concert	Shared, one concert
Site Signage	Prominent banner placement at all eight concerts	One Banner at all eight concerts	One banner at one concert	One banner at one concert
Sponsor Hospitality	Dinner for four at all eight concerts	Dinner for four at all eight concerts	Dinner for eight at one concert	Dinner for four at one concert
Media Promotion	Prominent mention in all promotions for all eight concerts	Mention in all promotions for all eight concerts	Mention in promotions for one concert	Shared mention for one concert
Posters	Name and logo	Name and logo	Logo	Logo
Target Market Site Presence	Booth at all eight concerts. May make announcements and conduct giveaways at all concerts	Booth at all eight concerts. May make announcements and conduct giveaways at all concerts	Booth at one concert. May make announcement and conduct a giveaway	Negotiable
Parks & Recreation Program Guide*	Prominent recognition in Summer and Fall editions	Name and logo recognition in Summer and Fall editions	Logo included in Summer and Fall editions	Small logo in Summer and Fall editions
Posters & Rack Cards	Name and logo	Name and logo	Logo	Logo
Banners at US Cellular Community Park (1 year)	Eight 3.5' x 12' banners in preferred locations	Five 3.5' x 12' banners	Two 3.5' x 12' banners	One 3.5' x 12' banner
Santo Gymnasium Banner (1 year)	Two 4' x 8' banners	One 4' x 8' banner	One 4' x 8' banner	
Parks & Recreation Program Guide Advertising	Annual 1/2 page ad or \$ 1,266 in ad credit	Annual 1/4 page ad or \$633 in ad credit	Single issue 1/4 page ad or \$281 in ad credit	Single issue 1/8 page ad or \$141 in ad credit
Other recognition opportunities	Tell us how you want your business to be recognized!			

*Distribution 42,000+ copies



MEDFORD
PARKS, RECREATION AND FACILITIES

FOR SPONSORSHIP INFORMATION CONTACT:

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