



Sponsorship Opportunity for 2009 Colchester Summer Concerts on the Green

Event: Colchester Summer Concerts on the Green
Event Type: Free Family Concerts
Dates: 5:30-7:30pm, Sundays in July and August, 2009
Location: Town Green, Colchester, CT

Contact Information:

Jason Cohen, Director
Colchester Parks & Recreation
(860) 537-7295
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Expected Participation: 800-1,000 per concert

Event Description:

Under the direction of Colchester Parks & Recreation, the concert series has cultivated a **large and dedicated audience**. The community has come to expect **first class entertainment** each and every week. In order to **enhance the experience** and make it easier for families to attend, **affordable dinner concessions and ice cream** are available for sale at each concert. Each of the shows have **special pre-concert activities**, to involve children and encourage attendance.

Sponsors:

The 2009 series will have one title sponsor and up to six co-sponsors. Previous sponsors include: Rockville Bank, Colchester Chevrolet, Noel's Market, Tracy's Tunes, Nathan Liverant and Son Antiques, Skin Deep, Casey Chiropractic, Car Care Performance Center, Valvoline Express Care/Performance Tire, Shore TV & Appliance.

Benefits:

The **Title Sponsor's** name is **part of the official series title** (e.g. Colchester Summer Concerts on the Green sponsored by *Title Sponsor*). The Title Sponsor is **featured at every concert**, and also receives all benefits of a Co-Sponsor.

Each **Co-Sponsor** is partnered with one concert of the series, and highlighted alongside the series Title Sponsor. **Co-Sponsors** are also **listed on all promotional media**, for their particular concert, including posters, flyers, web sites, press releases, mass emails, pre-movie "slides", department brochures, event signage, souvenir programs, on-stage recognition, etc. **Co-Sponsors** would also have opportunities for **onsite "sampling"** and **signage** at their concert.

Promotional Consideration:

Title Sponsor - \$6,000; Co-Sponsor - \$1,000