



DAVIE COUNTY RECREATION & PARKS (DCRP) CONCERTS IN THE PARK SERIES

Davie County Recreation & Parks Concerts in the Park Series features live musical performances at our amphitheater and civic green from June to August, keeping Davie County and Davie County Community Park a summer destination.

In addition, summer concerts are free, safe, and family-friendly! They provide a selection of food and non-food vendors, free on- and off-site parking, and acts that highlight the best range of musical genres, including country, rock, bluegrass, gospel, beach, and jazz.

Sponsorships provide businesses and organizations the opportunity to bring community events and programs to area residents and visitors. Being a sponsor allows you to expose your target audience in a fun, positive community environment while building a relationship with our agency and team!

Audience & Social Media Information:

- ▶ Target Audience - Families, Adults, and Seniors
- ▶ Approximate Attendance
 - 2,000-4,000+/- per concert (local/regional acts)
 - 4,000-10,000+/- per concert (regional/national acts)
- ▶ Sponsorships allow our agency to secure performers and stage production while providing hospitality, festive activities, and an emergency command center.
- ▶ Social Media Presence
 - Facebook +8,000 followers
 - Instagram +1,000 followers

To learn more about sponsorship opportunities

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YOUR SOUNDTRACK TO SUMMER

CONCERTS IN THE PARK SERIES – JUNE 6 & AUGUST 1 | 5:00 P.M.

The Concerts in the Park Series brings the community together for unforgettable summer nights filled with live music, outdoor fun, and feel-good energy. Your sponsorship helps elevate this beloved series while giving your business strong community visibility and connection.

Social Media Snapshot
15,000+ Impressions

Target Audience
Families, Adults, and Seniors

Approximate Attendance
2,000-4,000+/- per concert (local/regional acts)
4,000-10,000+/- per concert (regional/national acts)

Sponsorship Benefits

Title Sponsor: \$20,000

Ability to place promotional item(s)/giveaway(s) at Information Tent (pre-approved)
Four (4) reserved parking passes
One (1) representative from Sponsor to present promotional and band announcements
One(1) 3'x5' Banner placed at Park Entrance or agreed upon location
Recognition announcements leading up to performances
Sponsor banner prominently displayed stage front, facing audience
Sponsor Logo displayed on outdoor vertical banners at park entry
Up to (3) three vendor spaces on event grounds (non-food)
VIP access (4 per performance)
**Potential meet and greet*

Presenting Sponsor: \$12,000

Ability to place promotional item(s)/giveaway(s) at Information Tent (pre-approved)
One (1) 3'x5' Banner placed at Park Entrance or agreed upon location
Recognition announcements leading up to performances
Sponsor Logo displayed stage front, facing audience
Two (2) promotional announcements during the event
Two (2) reserved parking passes
Up to two (2) vendor spaces on event grounds (nonfood)

Supporting Sponsors: \$1,000–\$5,000

Company supplied banner displayed at event
One (1) vendor spaces on event grounds (nonfood)
Recognition announcements leading up to performances



SPECIAL EVENT SPONSORSHIP TABLE & MATRIX

How This Matrix Is Used

- Large-scale events: Typically include all tiers.
Independence Celebration, Concerts in the Park, Halloween Spooktacular
- Mid-size events: Focus on Title, Presenting, and Supporting tiers.
Daddy Daughter Dance, EarthFest, Community Canvas
- Smaller or Series-based events: May offer per-date Supporting or Community sponsorships.
Outdoor Movie Series, Glow Splash, Foam Party

This standardized structure ensures clarity for sponsors while allowing DCRP to scale opportunities appropriately for each event.

**Custom sponsorship packages and category exclusivity options may be available upon request.*

Sponsorship Level	Investment	Benefits & Inclusions
<i>Title Sponsor</i>	\$6,000–\$20,000	<ul style="list-style-type: none"> Event naming rights VIP opportunities Complimentary tickets Up to three vendor spaces on event grounds (non-food). High-visibility branding throughout event First Right of Renewal Branded Photo Opportunity
<i>Presenting Sponsor</i>	\$1,000–\$10,000	<ul style="list-style-type: none"> Presenting status One representative able to have speaking opportunity Sponsor Highlight on DCRP's Monthly Newsletter Multiple promotional announcements during the event Vendor space opportunities (<i>non-food</i>)
<i>Supporting Sponsor</i>	\$800–\$4,999	<ul style="list-style-type: none"> Name or Logo mentions on all marketing materials Inclusion on DCRP's Monthly Newsletter Verbal Recognition / Announcements Company supplied 3'x5' banner displayed
<i>Community Sponsor</i>	\$500–\$799	<ul style="list-style-type: none"> Entry-level recognition Materials Sponsor
<i>In-Kind Sponsor</i>	Up to \$500	Recognition based on contribution value