



## Sponsor Level Chart at a Glance

Sponsor Level	Tickets to Wine in the Woods	Timbers at Troy Golf Course	Name & logo listed as co-presenter	On-site access	Your banner hung on site	Logo on "Thank You Sponsors" sign & stage recognition	Boat rental	Climbing wall passes	RCCC day passes	Name & logo on promo materials & ads	Company organized promo	Ad on video board
Platinum \$15,000	14 VIP Tickets	2 Rounds	X	Unlimited	X	X	4	4	4	Unlimited	X	X
Gold \$5,000	5 VIP Tickets			Limited	X	X	2	4	4	Limited	X	X
Silver \$1,000	5 Regular Admission			Limited	X	X	2	2	2	Limited		
Bronze \$500				Limited		X		2	2	Limited		

Reach An Over **15,000** People  
Each Day With Your Banner

# Sample Schedule Rack Card from 2018

Dates will change for 2019

The rack cards are distributed to area schools, libraries, parks, businesses, and at the events. Concerts are also advertised in our seasonal brochure and on our website at [www.howardcountymd.gov/rap](http://www.howardcountymd.gov/rap).



**Sunset Serenades**

*Grab a blanket or lawn chair, bring the family, have a picnic, and enjoy the sounds of summer.*

Concerts at 7pm / Movies at 8:15pm / FREE  
Centennial Park South, 10000 Rt 108, Ellicott City

<b>Wednesday, July 11</b>	<b>Get on the Floor</b> - Pop, Funk, Disco (facebook.com/getonthefloorband)
<b>Wednesday, July 18</b>	<b>Groove Quest</b> - 60's Rock (facebook.com/GrooveQuestBand)
<b>Wednesday, July 25</b>	<b>Jenee &amp; Black Butterfly</b> - R&B (facebook.com/jmbevett)
<b>Wednesday, August 1</b>	<b>Bad Influence</b> - Blues (www.badinfluenceband.com)
<b>Wednesday, August 8</b>	<b>Columbia Big Band</b> - Jazz & Swing (www.columbiabands.org)
<b>Wednesday, June 27</b>	<b>Movie Night</b> - <i>Raiders of the Lost Ark</i>
<b>Friday, August 17</b>	<b>Movie Night</b> - <i>The Pirates! Band of Misfits</i>

*Schedules subject to change. For a recorded announcement about cancellations due to inclement or extreme heat-related weather, call 410-313-4451 after 5pm on the day of the performance.*

Join us for the annual Canned Food Drive! The Community Action Council of Howard County will be collecting non-perishable food items for the Howard County Food Bank at all Sunset Serenades Concerts. For more information about CAC visit [www.cac-hc.org](http://www.cac-hc.org).

**Refreshments for sale | Boat rentals available at Centennial Park - cash only.**

**Information: 410-313-4700 or**  
**[www.howardcountymd.gov/summerconcerts](http://www.howardcountymd.gov/summerconcerts)**

Howard County RECREATION & PARKS

Wegmans, MON ICE, Tino's ITALIAN BISTRO & WINE BAR, goldfish swim school, i9SPORTS

f, @, flickr, p, HoCoParks APP, HYPERKIDZ, Pump It Up, Giant, WINJABE, Droid Colors FACE PAINTING



**Traveling Bands**

*Grab a blanket or lawn chair, bring the family, have a picnic, and enjoy the sounds of summer.*

**FREE / Various days & locations**

<b>Saturday, July 7, 10am</b> <b>The Grandsons, Jr.</b> Children's Music (www.grandsonsjr.com) The Chrysalis Symphony Woods, Merriweather Park 10475 Little Patuxent Parkway, Columbia Visit <a href="http://innerorbtortrust.org/chrysalis-kids/">http://innerorbtortrust.org/chrysalis-kids/</a> for free tickets and parking instructions.	<b>Tuesday, August 7, 7pm</b> <b>Rhythm Method</b> Classic R&B/Funk (www.rhythmmethodmusic.com) North Laurel Community Center 9411 Whiskey Bottom Road, Laurel <i>In partnership with the Howard County Police Department for "National Night Out."</i>
<b>Friday, July 27, 7pm</b> <b>Panama Rex</b> Buffet Tribute (www.panamarexband.com) Schooley Mill Park 12975 Hall Shop Road, Highland	<b>Friday, August 11, 10am</b> <b>Barry Louis Polisar</b> Children's Music (www.barrylou.com) The Chrysalis Symphony Woods, Merriweather Park 10475 Little Patuxent Parkway, Columbia Visit <a href="http://innerorbtortrust.org/chrysalis-kids/">http://innerorbtortrust.org/chrysalis-kids/</a> for free tickets and parking instructions.

**Information: 410-313-4700 or**  
**[www.howardcountymd.gov/summerconcerts](http://www.howardcountymd.gov/summerconcerts)**

*Schedules subject to change. For a recorded announcement about cancellations due to inclement or extreme heat-related weather, call 410-313-4451 after 5pm on the day of the performance.*

Thank you to our Sunset Serenades and Traveling Bands sponsors.

Wegmans, MON ICE, Tino's ITALIAN BISTRO & WINE BAR, goldfish swim school, i9SPORTS, HYPERKIDZ, Pump It Up, Giant, WINJABE, Droid Colors FACE PAINTING

# Other Marketing Efforts

## Postcards, Fans, Banners, Signs, and Posters

### Fans



### Postcards



# Other Marketing Efforts

Postcards, Fans, Banners, Signs, and Posters

## Signs/Posters





# Sponsorship Level Details

## Platinum, Gold

### **PLATINUM - \$15,000 Cash Sponsorship**

- **14 VIP tickets to the Wine in the Woods Festival and Hospitality Tent (May 28 & 19, 2019) – the largest wine festival in Maryland.**
- Two rounds of golf for four at Timbers at Troy Golf Course
- Company name/logo appears as a co-presenter (above other sponsors) on all advertising material. This includes your logo on postcards, fans, signs, website, social media, electronic media boards in community center lobbies, and giveaways.
- Your on-site presence is welcome at all concerts and two movie nights. We provide six-foot table, two chairs, and 10 x 10 canopy.
- Stage recognition via emcee announcement.
- Your company banner is hung on site all summer (June 5-August 31).
- Your logo on our own “Thank You Sponsors” sign at each concert.
- Four free boat rentals at Centennial Park.
- Four Roger Carter Community Center climbing wall passes.
- Four Roger Carter Community Center day passes.
- You may have a company-organized promotion and contest prior to the start of the concert.
- Your company logo and name is placed on a slide on our video board system at five locations.

### **GOLD - \$5,000 Cash Sponsorship**

- **5 VIP tickets to the Wine in the Woods Festival and Hospitality Tent (May 28 & 19, 2019) – the largest wine festival in Maryland.**
- Company logo appears on limited advertising as a sponsor on rack cards, fans, electronic media boards in community center lobbies, and website.
- Your on-site presence is welcome at half the total number of concerts and two movie nights. You must provide your own six-foot table and chairs. We provide 10 x 10 canopy.
- Stage recognition via emcee announcement.
- Your company banner is hung on site all summer (June 5-August 31).
- Your logo on our own “Thank You Sponsors” sign.
- Two free boat rentals at Centennial Park.
- Four Roger Carter Community Center climbing wall passes.
- Four Roger Carter Community Center day passes.
- You may have a company-organized promotion and contest prior to the start of the concert.
- Your company logo and name is placed on a slide on our video board system at five locations.



## Sponsorship Level Details

### Silver, Bronze

#### **SILVER - \$1,000 Cash Sponsorship For Half The Concerts**

- **5 admission tickets to the Wine in the Woods Festival (May 28 & 19, 2019) – the largest wine festival in Maryland.**
- Company logo appears on our advertising as a sponsor on rack cards, fans, and website.
- Your on-site presence is welcome at half the Sunset Serenades concerts only. You must provide your own table and chairs. We will provide 10 x10 canopy.
- Stage recognition via emcee announcement.
- Your marketing materials (brochures/business cards/etc.) are placed at our marketing table available to the public all summer.
- Your company banner is hung on site one month in the summer.
- Two free boat rentals at Centennial Park.
- Two Roger Carter Community Center climbing wall passes.
- Two Roger Carter Community Center day passes.

#### **BRONZE - \$500 and under cash and/or in-kind sponsorship for select concert**

- Company logo appears on our advertising as a sponsor for rack cards and website only.
- Your marketing materials (brochures/business cards/etc.) at our table available.
- Stage recognition via emcee announcement.
- Two Roger Carter Community Center climbing wall passes.
- Two Roger Carter Community Center day passes.

# Summer Concerts Sponsorship Form

## Letter of Agreement

Please complete and return this form if you choose to be a sponsor for these events. Please check all that apply below. Make all checks payable to "Howard County Director of Finance"

\_\_\_\_\_ (initial) YES! I would love to be a sponsor for the Summer Concerts in Howard County.

\_\_\_\_\_ (initial) YES! I would like to be ON SITE and attend the concerts.

\_\_\_\_\_ (initial) NO. I will not be ON SITE but would still like to be a sponsor.

My donation to this event will be:

\_\_\_\_\_ PLATINUM (\$15,000 cash sponsorship)

\_\_\_\_\_ GOLD (\$5,000 cash sponsorship)

\_\_\_\_\_ SILVER (\$1,000 cash sponsorship)

\_\_\_\_\_ BRONZE/Small Business Option (\$500 cash sponsorship)

Your In-kind Donation or Idea Here:

- On-site sponsors are required to be there during the entire event.
- Please arrive no later than 5:30 PM. Clean up begins when concert ends at 8:30 PM.
- PLEASE BE AWARE there are no rain dates for the concerts. Concerts can be canceled at any time due to inclement weather in the interest of public safety.

Your Signature: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

**Questions? Please contact Karen Bradley Ehler  
Adult Programs and Cultural Arts, Coordinator  
410-313-4635 or [kehler@howardcountymd.gov](mailto:kehler@howardcountymd.gov)**



## 2019 Tentative Concert Dates

All dates tentative pending funding & weather

Bands are booked after sponsorships and budget are confirmed. We will provide a final schedule with band information in the spring. Movie nights are included in on-site sponsorship.\* Times will vary due to timing of sunset. On-site sponsor will receive a table and 2 chairs; pop-up tents will not be provided. Further details will be provided.

### Sunset Serenades:

#### Wednesdays / Centennial Park South

- July 1
- July 10
- July 17
- July 24
- July 31
- August 7
- August 14 (tentative)

### Traveling Bands:

- Friday, July 26 – Schooley Mill Park
- Friday, TBD – North Laurel Community Center
- Saturday, TBD – Kids Concert at Chrysalis
- Saturday, TBD – Kids Concert at Chrysalis

### Movie Nights TBD

- Two outdoor movie nights will be held at Centennial Park



**CHRYSALIS**  
MERRIWEATHER PARK  
AT SYMPHONY WOODS

The Chrysalis in Symphony Woods is located in Merriweather Park at Little Patuxent Pkwy, Columbia, MD 21044.  
[www.innerarbortrust.org](http://www.innerarbortrust.org)