

*St. Leonard Volunteer
Fire and Rescue
Company Seven*



2014 Community Concert Series

Dear Community Member:

Now is your chance to be a part of one of the most exciting program of 2014. Join us in celebrating our 10th year of hosting our Community Concert Series. As you read this, we are working to bring some of the hottest names in music to our stage. Don't pass on your chance to be part of this excitement!

We're excited to have Sheryl Crow kick off our 2014 Concert Series on Friday, June 20th. Past concerts included performances by **Luke Bryan, Jason Alden, Florida Georgia Line, Eric Church, Sugarland, Reba McEntire, and Alan Jackson**. Our sponsors and advertisers reach a diverse population. Concert attendees are from all over Maryland, and represent a variety of age groups. Series sponsors enjoy special perks, including concert tickets, parking passes, and entrance to the VIP Reception area. A sponsorship guarantees premium seats to all of our concerts. The tickets also make great rewards for workers and customers!

We are seeking sponsors and advertisers for our 2014 Community Concert Series. We offer great sponsorship and advertising packages.

Please take a few minutes to review the enclosed information. If you see a package that will fit your organization, please complete the enclosed form and return it as soon as possible. We are requesting potential sponsors and advertisers contact us as soon as possible. If you desire additional information, please do not hesitate to contact us. We would be happy to discuss a package that is right for you. Contact information is listed at the bottom of this letter.

We look forward to working with you during our 2014 Community Concert Series.

For additional information, please contact:

Bill Lankford
concerts@slvfd.org

2014 SLVFD COMMUNITY CONCERT SERIES

SPONSOR PACKAGE INFORMATION

Sponsors that respond early will received a special bonus.

Our concerts are made possible with the support of community organizations. Concert sponsorship is a great opportunity for your business to reach a wide variety of potential customers, while supporting your local volunteer fire and rescue company. Each of our packages includes the following:

Concert Tickets: Premium tickets for each scheduled concert for the 2014 Concert Series

VIP Reception Tent Passes: The VIP Reception Tent is located to the right of the stage. It offers a great view of the concert. It includes complimentary hors d'orves, beer and wine. It's a great place to enjoy the show.

Parking Passes: Forget searching for a parking space. Sponsors are given VIP parking right at the firehouse.

Advertising: A concert program ad and website advertising is included in all packages.

Premier Concert Sponsorship

Only one premier sponsor per concert season

- Naming rights to Pavilion (including custom sign on Pavilion provided by SLVFD)
- Under contract with Bayside Toyota

Level 1 Concert Sponsorship (\$10,000)

- 14 Premium Concert Tickets
- 14 VIP Tent Passes
- 7 Parking Passes
- 2 Meet & Greet Passes to 1 show of the season – Sponsors Choice (if a Meet & Greet is held)
- Full Page COLOR ad in the concert program (located inside the front or back cover. Limited to the first 2 paid Level 1 Sponsors. All others will received full page ads in prime locations within the program)
- X-Large Ad space on the sponsor marquee (located on the side of the trailer on the concert grounds)
- Advertising (with a link to your business) on the SLVFD Concert Website

Level 2 Concert Sponsorship (\$7,500)

- 10 Premium Concert Tickets
- 10 VIP Tent Passes
- 5 Parking Passes
- Full Page Ad in the Concert Program
- Large Ad space on the sponsor marquee (located on the side of the trailer on the concert grounds)
- Advertising (with a link to your business) on the SLVFD Concert Website

Level 3 Concert Sponsorship (\$5,000)

- 6 Premium Concert Tickets
- 6 VIP Tent Passes
- 3 Parking Passes
- Full Page Ad in the Concert Program
- Large Ad space on the sponsor marquee (located on the side of the trailer on the concert grounds)
- Advertising (with a link to your business) on the SLVFD Concert Website

Level 4 Concert Sponsorship (\$3,000)

- 4 Premium Concert Tickets
- 4 VIP Tent Passes
- 2 Parking Passes
- ½ Page Ad in the Concert Program
- Medium Ad space on the sponsor marquee (located on the side of the trailer on the concert grounds)
- Business Logo posted on the SLVFD Concert Website

Level 5 Concert Sponsorship (\$1,500)

- 2 Premium Concert Tickets
- 2 VIP Tent Passes
- 1 Parking Passes
- ½ Page Ad in the Concert Program
- Small Ad space on the sponsor marquee (located on the side of the trailer on the concert grounds)
- Business Logo posted on the SLVFD Concert Website

2014 SLVFD COMMUNITY CONCERT SERIES

SPONSOR ENROLLMENT FORM

Upon receipt of this form, you will be contacted by a representative of the SLVFD Concert Committee to confirm your sponsorship enrollment. Each sponsor will receive a packet prior to each concert, with all concert related materials.

Business Name _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Sponsorship Level Desired (Please Circle)

Level 1 (\$10,000)

Level 2 (\$7,500)

Level 3 (\$5,000)

Level 4 (3,000)

Level 5 (\$1,500)

Advertising Information

How would you like your business listed on advertisements?

_____ Artwork Included (or email to concerts@slvfd.org)

_____ Contact me to discuss artwork and/or logo information

Payment Information

_____ Full Payment included with this form
(Make checks payable to SLVFD, or St. Leonard Volunteer Fire & Rescue Company 7)

_____ Contact me to discuss payment

Please forward completed form and payment to:

Bill Lankford

St Leonard Volunteer Fire & Rescue

P.O. Box 101

200 Calvert Beach Road

St Leonard, MD 20685

Date Payment Received: _____

2014 SLVFD COMMUNITY CONCERT SERIES

CONCERT ADVERTISING PACKAGES

Our concerts would not be possible without the support of community organizations like yours. Advertising at our concerts is a great opportunity for your business to reach a wide variety of potential customers, while supporting your local volunteer fire and rescue company. Below are the advertising packages we are offering for the 2014 season.

CONCERT PROGRAM ADVERTISING

Price includes an ad in the program for each concert of the season. Programs are distributed to each concert attendee as they enter the concert. Ads are designed by your organization, and forwarded to SLVFD for inclusion in the program.

	<u>Ad Only</u>
Full Page Ad (4 ¼" x 7 ½")	\$200
½ Page Ad (4 ¼" x 3 ¾")	\$150
1/3 Page Ad (4 ¼" x 2 ½")	\$100

CONCERT BILLBOARD ADVERTISING

New this year, supporters have the option of displaying their logo and contact information on our "Advertisers Billboard". We will be creating this billboard in lieu of posting banners on the concert grounds. The billboard will be elevated, making it more visible to concert attendees. All advertisers will have the same size ad space on the billboard. As an added bonus, the billboard will remain up throughout the concert season, making it visible to passers-by on a daily basis. The price below is a one-time fee for the entire season.

Space on Advertising Billboard	\$100
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Please note – we will not be posting advertiser banners on the concert grounds this season. To address feedback we have received from customers, we have created the "Advertisers Billboard". The billboard will be more visible, decrease the chance of lost or damaged banners and will eliminate the cost of ordering a banner.

2014 SLVFD COMMUNITY CONCERT SERIES

ADVERTISING ENROLLMENT FORM

A representative of the SLVFD Concert Committee will contact you upon receipt to confirm.

Business Name _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Advertising Package (Please circle program ad size you desire)

Full Page Concert Ad (4 ¼" x 7 ½")	\$200
½ Page Program Ad (4 ¼" x 3 ¾")	\$150
1/3 Page Program Ad (4 ¼" x 2 ½")	\$100

Advertising Billboard (Please check)

_____ Yes, include my information of the advertisers billboards for an **additional \$100.**

_____ No, I do not want to participate

TOTAL PAYMENT DUE (Concert Ad Cost + Advertising Billboard Charge) \$ _____

Payment Information

_____ Payment Enclosed
(Please make checks payable to **SLVFD** or **St. Leonard Volunteer Fire & Rescue**)

_____ Contact me about payment

Ad Information

_____ Artwork Included (or email to concerts@slvfd.org)

_____ Contact me to discuss artwork

Please forward this form and payment to:
Bill Lankford
St Leonard Volunteer Fire & Rescue
P.O. Box 101
200 Calvert Beach Road
St Leonard, MD 20685