

St. Leonard Volunteer  
Fire and Rescue  
Company Seven



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## **Bayside Toyota Pavilion 2018 Community Concert Series**

Dear Community Member:

How would you like to be part of one of the most exciting events in Calvert County; the St. Leonard Volunteer Fire Department Community Concert Series? Since 2005, we have brought the biggest names in music to our small town, we also bring big crowds to our venue. We are excited to tell you that we have three great shows scheduled this year. Don't pass on your chance to be part of this excitement!

Some of our past performers have included **Luke Bryan, Jason Alden, Blake Shelton, Florida Georgia Line, Dierks Bentley, Alabama, Eric Church, Brantley Gilbert, Reba McEntire, Alan Jackson, Jake Owens and Lady Antebellum.** Our sponsors and advertisers reach a diverse population. Concert attendees are from all over Southern 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 2018 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 2018 Community Concert Series.

For additional information, please email:

**CONCERT COMMITTEE**

concerts@slvfd.org

# 2018 SLVFD COMMUNITY CONCERT SERIES

## SPONSOR PACKAGE INFORMATION

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

**Concert Tickets:** Premium tickets for each scheduled concert for the 2018 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
- Facebook advertising reaching 10,000+
- Email blast advertising reaching 18,000+

### **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 receive full page ads in prime locations within the program)
- Advertising (with a link to your business) on the SLVFD Concert Website
- Facebook advertising reaching 10,000+
- Email blast advertising reaching 18,000+

### **Level 2 Concert Sponsorship (\$7,500)**

- 10 Premium Concert Tickets
- 10 VIP Tent Passes
- 5 Parking Passes
- Full Page Ad in the Concert Program
- Advertising (with a link to your business) on the SLVFD Concert Website
- Facebook advertising reaching 10,000+
- Email blast advertising reaching 18,000+

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### **Level 3 Concert Sponsorship (\$5,000)**

- 6 Premium Concert Tickets
- 6 VIP Tent Passes
- 3 Parking Passes
- Full Page Ad in the Concert Program
- Advertising (with a link to your business) on the SLVFD Concert Website
- Facebook advertising reaching 10,000+
- Email blast advertising reaching 18,000+

### **Level 4 Concert Sponsorship (\$3,500)**

- 4 Premium Concert Tickets
- 4 VIP Tent Passes
- 2 Parking Passes
- ½ Page Ad in the Concert Program
- Advertising (with a link to your business) on the SLVFD Concert Website
- Facebook advertising reaching 10,000+
- Email blast advertising reaching 18,000+

### **Level 5 Concert Sponsorship (\$2,000)**

- 2 Premium Concert Tickets
- 2 VIP Tent Passes
- 1 Parking Passes
- ½ Page Ad in the Concert Program
- Advertising (with a link to your business) on the SLVFD Concert Website
- Facebook advertising reaching 10,000+
- Email blast advertising reaching 18,000+

# 2018 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 (\$3,500)

Level 5 (\$2,000)

### Advertising Information

How would you like your business listed on advertisements?

\_\_\_\_\_

\_\_\_\_\_ Artwork Included (or email to [concerts@slvfd.org](mailto: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:*

**CONCERT COMMITTEE**

**St Leonard Volunteer Fire & Rescue**

**P.O. Box 101**

**200 Calvert Beach Road**

**St Leonard, MD 20685**

**Date Payment Received:** \_\_\_\_\_

# 2018 SLVFD COMMUNITY CONCERT SERIES

## CONCERT ADVERTISING PACKAGES

Our concerts would not be possible without the support of community businesses 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 department. Below are the advertising packages we are offering for the 2018 season.

### **CONCERT PROGRAM ADVERTISING**

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

	<b>Ad Only</b>
Full Page Ad (4 ¼" x 7 ½")	\$225
½ Page Ad (4 ¼" x 3 ¾")	\$175

# 2018 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") \$225

½ Page Program Ad (4 ¼" x 3 ¾") \$175

**TOTAL PAYMENT DUE**

\$ \_\_\_\_\_

### 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](mailto:concerts@slvfd.org))  
\_\_\_\_\_ Contact me to discuss artwork

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